

JOB POSTING

Associate Producer - Mainstage

About Us:

Founded in 2011 Grindstone Theatre is a dynamic and innovative non-profit arts organization dedicated to producing high-quality theatrical productions that entertain, inspire, and engage audiences. With a focus on emerging artists, improv and musical comedy, we strive to advance arts and culture in Edmonton through all our artistic endeavors.

Job Description:

We are seeking a motivated and experienced Associate Producer to join our team and play a crucial role in the planning, execution, and management of our mainstage productions and major events. The Associate Producer will work closely with the Artistic Director and other team members to oversee marketing, sales, sponsorship, contracts, and all general management responsibilities to ensure the success of each theatrical project.

Roles and Responsibilities

General Management:

- Work with the Artistic Director to set programming meetings and contribute to the programming decision making process.
- Work with the AD and internal ensemble to gather show information and create a performance schedule.
- Create and manage a budget for each show which should forecast ticket sales and used to keep track of expenses.
 - Submit for approval from the AD before the season begins
- Secure performance and licencing rights
- Create and execute performer contracts, working with Actors Equity and applicable unions

- Work with the bookings manager to program shows into the Orange Hub Theatres (or applicable rental spaces)
- Process payouts for Artists and all contractors
- Keep a log of all show related expenses and digitize receipts
- Process complimentary tickets for cast members
- Manage group bookings and process tickets through the venue management
- Book rehearsal space for the company
- Ensure ticket links are being generated by the Bookings Manager
- Assist with scheduling and confirming talent
- Manage performance schedules
- Create monthly and quarterly reports and ensure sustainability and profitability in the department

Marketing, Sales and Promotion:

- Develop and implement comprehensive marketing and sales plans to promote upcoming productions and events.
- Set measurable sales goals and push marketing efforts to reach those goals
- Coordinate with graphic designers, photographers, videographers, editors and creative staff to create marketing materials, including videos, posters, flyers, press releases, and social media content.
- Distribute print materials such as posters, handbills and large format signage
- Manage communications with all marketing and advertising buys
- Manage the online presence for productions and events, including website updates, email newsletters, and social media posts.
- Analyze marketing data and metrics to evaluate the effectiveness of campaigns and identify areas for improvement.
- Coordinate Marketing photoshoots and appearances
- Create and send out media press releases
- Work with the Marketing staff to create and post video and social media content
- Work with the Bookings and Ticketing Manager to maintain and update the Grindstone Theatre Website with headshots/bios/updated graphics
- Post shows to Event Calendars
- Find partnership and outreach opportunities to attract new audiences
- Create a sales package for all group offerings to encourage group sales to the season of programming
- Create sales reports and manage a budget effectively to ensure sustainability and success of all projects

Sponsorship and Fundraising:

- Research and identify potential sponsors, donors, and funding opportunities to support the specific productions and initiatives.
- Develop sponsorship packages and proposals tailored to the needs and interests of prospective sponsors.
- Cultivate and maintain relationships with sponsors, donors, and funding partners through regular communication and stewardship efforts.
- Coordinate sponsorship activations and benefits, including logo placement, advertising opportunities, and VIP experiences.
- Manage Canada Summer Jobs or other grant related contracts applicable to the department
- Assist with grant reporting as needed

Contract Management:

- Draft, review, and negotiate contracts with artists, creative collaborators, vendors, and other stakeholders.
- Ensure that all contractual agreements are executed in a timely manner and comply with legal and industry standards.
- Maintain accurate records of contracts, agreements, and financial transactions related to production expenses and payments.
- Process payments to artists and contractors

Production Coordination:

- Assist with the planning and logistics of theatre productions, including auditions, rehearsals and technical requirements.
- Coordinate production schedules, timelines, and budgets to ensure the successful execution of each production.
- Provide support to the Artistic Director and production team as needed, including attending rehearsals, performances, and production meetings.

Touring and Festival Bookings:

- Oversee all touring and festival bookings
- Apply to festivals and touring opportunities.
- Coordinate Hotels and travel as needed
- Correspond with potential clients

- Send contracts, invoices and track all payments
- Schedule talent for events as needed
- Ensure payments are sent in a timely manner
- Coordinate production schedules, timelines, and budgets to ensure the successful execution of each production.
- Provide support to the Artistic Director and production team as needed, including attending rehearsals, performances, and production meetings

Qualifications:

- Bachelor's degree or Diploma in Theatre Arts, Arts Administration, Marketing, Business, or related field.
- Suggested 3-5 years of experience in theatre production, marketing, sponsorship, or related roles.
- Strong understanding of marketing principles and techniques, with experience in digital marketing, social media, or audience development.
- Proven track record of securing sponsorships, donations, or grants for arts organizations or nonprofit institutions.
- Excellent communication and negotiation skills, with the ability to build and maintain relationships with diverse stakeholders.
- Detail-oriented with strong organizational and project management skills.
- Experience drafting and reviewing contract agreements.
- Passion for theatre and the arts, with a commitment to supporting and promoting creative expression. Engaged in Edmonton's Arts Community and an existing understanding of Grindstone's mandate and operations.

How to Apply:

Please submit your resume, cover letter to bmartin@grindstonetheatre.ca with the subject line "Associate Producer MAINSTAGE Application - [Your Name]". In your cover letter, please include why you are interested in joining Grindstone Theatre and how your experience aligns with the responsibilities of the role.

Grindstone Theatre is an equal opportunity employer and welcomes applications from individuals of all backgrounds and experiences. We thank all applicants for their interest, but only those selected for an interview will be contacted.

POSITION DETAILS

Schedule/Wage:

- \$20/hour
- 24 hours per week (11-5pm Monday, Tuesday, Wednesday, Thursday)

NOTE: This role will have the opportunity to grow both in hours and wage depending on the growth of the department and reaching targeted goals.