

## JOB POSTING

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### **Festivals and Events Assistant (short term contract)**

#### 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 Arts Administrator / Associate Events Producer to join our team and play a crucial role in the planning, execution, and management of our Festivals and Events. The Festivals and Events Assistant will work closely with the Director of Programming and Events (General Manager) and Artistic Director and other team members to oversee marketing, sales, sponsorship, contracts, and all general management responsibilities to ensure the success of each project.

\*Note: This position is supported by the Federal Government, through the Canada Summer Jobs subsidy. This means we are only able to hire individuals under 30 years of age.

## Roles and Responsibilities

### General Management:

- Work with the Artistic Director and GM to set programming meetings.
- Work with the AD/GM 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 Festival Producer before the season begins
- Create and execute performer contracts
- Work with the bookings manager to program Grindstone shows into the Comedy Theatre
- Process payouts for Artists on a weekly basis
- Keep a log of all show related expenses and digitize receipts
- Process complimentary tickets for cast members
- Manage group bookings and process tickets
- Ensure rehearsal space is available 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 departments

### Marketing, Sales and Promotion:

- Develop and implement comprehensive marketing and sales plans to promote upcoming festivals 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 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.
- 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
- Manage Canada Summer Jobs or other grant related contracts applicable to the department

### **Production Coordination:**

- Assist with the planning and logistics of festival and event 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 General Manager 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, and 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.
- Experience setting up sound equipment and running audio for corporate gigs

### **How to Apply:**

Please submit your resume, cover letter to [jmartin@grindstonetheatre.ca](mailto:jmartin@grindstonetheatre.ca) with the subject line "Festivals and Events Assistant - [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:**

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- \$18/hour
- 20-30 hours per week
- Estimated hours - (1-6pm Monday, Wednesday, Friday) (10-6pm Tuesdays, Thursdays)

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.