



JOB POSTING

Position Title: Communications Coordinator

Summary: Build and supervise a volunteer team in the development and implementation of online and traditional communications strategies for an audio drama podcast addressing elder abuse in Indigenous communities.

Employment Status: Part-time contract position for an Ontario resident, variable hours, June 7/21 – March 31/22

About Sheatre and Wrinkles:

Sheatre is an award-winning community-engaged professional arts organization with 35 years of experience in creating and presenting interactive, issue-oriented theatre and the arts in rural and small urban communities. Our creative and rigorous approach enables us to design, execute, and evaluate strategies that create meaningful—and measurable—change.

Sheatre is expanding “[The Elder Abuse Prevention Podcast](#)” with the addition of the series “[Mishoo Miinwaa Noki ~ You, Me and Wrinkles](#)” (aka Wrinkles).

“Wrinkles” is a 5-part audio drama and commentary that raises awareness of elder abuse and resources in Indigenous communities. Created and performed by residents of Wiikwemkoong Unceded Territory, the podcast touches people, educates audiences on elder abuse, and empowers people to make changes in their communities and their lives.

With Sheatre, you will have the opportunity to boost arts for social change projects with your creativity and experience in digital and traditional communications, while managing a team of passionate collaborators.

Role Description:

As Communications Coordinator, you are responsible for:

- building, training, supervising and collaborating with a grassroots communications team comprised of volunteer seniors invested in the prevention of elder abuse

170069 Centre Rd., R.R. #1 Kemble, Ontario, N0H 1S0, Canada

Phone: (519) 534-3039 Fax: (519) 534-3040

sheatre@sheatre.com www.farfromtheheart.com www.sheatre.com

- the development and implementation of communications strategies and plans related to the brand, messaging and positioning of “The Elder Abuse Prevention Podcast: Mishoo, Miinwaa, Noki – You, Me and Wrinkles”

Key Responsibilities include:

- In collaboration with Sheatre’s leadership team, develop and continuously evolve a communications strategy that aligns with the objectives of the project “The Elder Abuse Prevention Podcast”;
- Build, train, support, supervise and collaborate with a grassroots communications team in developing and implementing a comprehensive communications strategy, including web and traditional written formats, speaking engagements, media relations, and marketing tools;
- Ensure that the production and the company profile are put forward throughout the marketplace and the community.
- Create and monitor a detailed communications calendar;
- Support with the development of internal communications;
- Establish Wrinkles social media and web presence;
- Work directly with community partners to identify local media opportunities for print, online, TV and radio;
- Share media contacts;
- Establish clear metrics for the success of Wrinkles’ branding and communications, monitor progress, and adjust the strategy in response to results.

Qualifications:

- Excellent communications skills, both written and verbal.
- Excellent advisory skills and confidence to give advice and information to a volunteer team.
- Good knowledge of web and print-based marketing material and strategies.
- Adept at working from virtual home-office
- Media contacts
- Ability to manage a team effectively
- Familiarity with the cultural industry
- Ability to work to deadline

Equity, Diversity, and Inclusion: Preferential hire

In accordance with the Sheatre's equity mandate and pursuant to the Ontario Human Rights Code preference will be given to Indigenous peoples and seniors. Candidates from these groups who wish to qualify for preferential consideration must self-identify. If no applicants from designated groups are found to be qualified, other qualified applicants can then be shortlisted and assessed for the vacancy.

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Fee: \$20-\$22/hour, negotiable; funded by New Horizons for Seniors and the Ontario Trillium Foundation

Application Deadline: May 26, 2021

Starting Date: June 7, 2021

End Date: March 31, 2022

How to apply: Please send cover letter and resume to Joan Chandler, Artistic Director, sheatre@sheatre.com. Only candidates selected for further consideration will be contacted.

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