



Theatre Ancaster

Media Coordinator – Job Description

The Media Coordinator leads the overall digital content, social media, and traditional media strategy. Working closely with the Marketing Coordinator, the Media Coordinator is responsible for implementing social and traditional media campaigns, liaising with media and advertising partners while upholding and building the Theatre Ancaster brand.

Responsibilities Include

- Providing strategic direction, written copy, and story ideas for all social media platforms as well implementing each strategy.
- Managing the day to day operation of social media channels; responding to online comments and engaging with the online community
- Liaising with print media outlets to determine ad run dates and the submission of ad materials
- Writing press releases
- Maintaining a list of local event websites to submit information on each show
- Working with videographers to create promotional videos

Media Coordinator Requirements

- 1-2 years social media experience (Facebook, Instagram, Twitter, etc)
- Basic understanding graphic design and advertising principles
- Strong oral and written communication skills
- Experience in writing and proofreading creative copy
- Experience managing social media campaigns
- Experience placing Facebook ads
- Strong customer service skills
- Strong collaboration skills
- Experience in generating reports based on data analytics
- Knowledge of Theatre Ancaster and the Hamilton arts scene is an asset
- Ability to adhere to deadlines and manage multiple projects

Weekly Time Commitment

- Average 3-5 hours per week

To Apply

- Please send a resume to Todd Rich at marketing@theatreancaster.com