



Job Posting
Marketing & Communications Manager
Updated July 28, 2026

Job Title:

Marketing & Communications Manager

Organization:

Presentation House Theatre

Deadline:

August 21, 2026

Organization Description:

Presentation House Theatre (PHT) is the North Shore's hub for professional theatre and performing arts. Located on Skwxwú7mesh (Squamish) and Səlíl̓wətaʔ/Selilwitulh (Tsleil-Waututh) Territories, in the heart of North Vancouver, PHT produces and presents professional theatre for children, youth and adults; engages in vital community projects through artist-led outreach experiences; and provides mentorship and development opportunities through the PHT Creative Hub.

A typical season at PHT includes mainstage productions, presentations, touring, a small series of professional music and dance, and the hosting of several local arts groups. We average 60+ events throughout the year. In addition, we proudly act as an incubator space for the development of new works.

We are seeking a staff member who is passionate about artistic work, especially theatre for young audiences and who is excited to join a collaborative and hard-working team who value joy, creativity and community impact.

ROLE

The Marketing & Communications Manager is responsible for leading the strategic marketing, communications, audience engagement, and public relations activities of Presentation House Theatre. As a member of the management team, the Marketing & Communications Manager develops and implements integrated marketing strategies that build audiences, strengthen the organization's brand, increase earned revenue, and communicate the impact of the organization's artistic and community work.

The Marketing & Communications Manager works collaboratively across departments to ensure consistent messaging, support organizational priorities, and contribute to the long-term sustainability of



the theatre. The role also supports fundraising, sponsorship, and grant initiatives through strategic communications, storytelling, donor stewardship materials, and campaign coordination.

The Marketing & Communications Manager works closely with the Box Office & Administrative Assistant, assigning and overseeing appropriate marketing and communications tasks while maintaining overall responsibility for the department's outcomes. The exact allocation of responsibilities may evolve in response to staffing capacity and organizational priorities.

DUTIES AND RESPONSIBILITIES

Marketing & Audience Development

- Develop and implement annual marketing strategies for productions, education programs, community initiatives, rentals, and organizational priorities.
- Lead audience development initiatives that increase attendance, participation, and earned revenue.
- Oversee advertising, promotional campaigns, print collateral, digital marketing, email marketing, and social media.
- Manage PHT's brand identity and ensure consistency across all communications.
- Monitor campaign performance and use audience data and analytics to inform future marketing strategies.
- Collaborate with programming staff to identify target audiences and develop campaign strategies that reflect each project's artistic goals.
- Work with external designers, photographers, printers, media buyers, and other contractors to produce high-quality marketing materials.
- Oversee the maintenance and ongoing development of the organization's website and digital presence.
- Support school and group sales initiatives through targeted communications and promotional materials.

Communications & Public Relations

- Lead organizational communications that strengthen Presentation House Theatre's public profile and community relationships.
- Develop media relations strategies, prepare press materials, and cultivate relationships with journalists, influencers, and community partners.
- Produce organizational storytelling across multiple platforms, highlighting artistic work, education programs, community impact, and organizational achievements.
- Prepare newsletters, annual communications, impact reports, and other organizational publications.
- Develop messaging that reflects the organization's strategic priorities, values, and artistic vision.
- Coordinate crisis and issues communications when required.
- Organizational Advancement Support



- Support fundraising, sponsorship, grant, and donor initiatives through compelling communications and marketing materials.
- Collaborate with leadership on campaign messaging, donor communications, sponsorship recognition, and stewardship materials.
- Assist in preparing communications content required for grant applications and reports.
- Help coordinate fundraising campaigns and special events through marketing and communications planning.
- Maintain awareness of funding opportunities and contribute communications materials that strengthen organizational advancement efforts.
- Work collaboratively across departments to ensure fundraising and marketing activities present a consistent organizational story.

Leadership & Administration

- Participate as a member of the management team in organizational planning and decision-making.
- Develop annual marketing plans, budgets, timelines, and evaluation measures.
- Supervise marketing contractors, interns, volunteers, and assigned administrative support staff as appropriate.
- Establish priorities and workflows for marketing and communications activities.
- Maintain marketing databases and audience records in accordance with organizational policies.
- Monitor departmental expenditures and report on marketing performance and key metrics.
- Identify opportunities for innovation and continuous improvement in marketing systems and audience engagement practices.

Qualifications

- Experience developing and implementing strategic marketing and communications plans.
- Excellent written, verbal, and visual communication skills.
- Demonstrated experience in digital marketing, social media, email marketing, and content creation.
- Experience managing multiple projects and competing priorities.
- Strong understanding of audience development and relationship marketing.
- Experience using CRM, ticketing, email marketing, and website content management systems.
- Ability to interpret marketing analytics and use data to inform strategy.
- Collaborative leadership style with excellent organizational skills.
- Experience in the arts, culture, or nonprofit sector is considered an asset.

How to Apply:

We value an inclusive workplace that is reflective of our community, and we strongly encourage applications from members of diverse communities. We are the North Shore's professional theatre company and will prioritize applications from North Shore residents.



Please send your resume, including a cover letter to Linnea Perry. You can also reach out with any additional questions.

Email: submissions@phtheatre.org

Phone: 604-990-3473

Remuneration:

\$60,000