

Marketing Apprentice - A Midsummer Night's Dream

Job Description

Position Summary:

Burro'd Theatre is looking for a local part-time, independent contractor to take on the role of **Marketing Apprentice** for our 2026 production of *A Midsummer Night's Dream!*

Starting mid-July and running through to mid-September, the Marketing Apprentice will create and execute grassroots advertising initiatives, assist the Producers with marketing activities, and take away actionable, hands-on learning of performing arts promotion strategies.

This position is structured in a flexible, hybrid format. The successful candidate will be able to set the majority of their own schedule with mostly remote work, paired with some in-person outreach tactics and attending specified rehearsals and performances in Angus, Ontario.

Compensation will be structured through the submission of two monthly invoices, and will be at the rate of \$400/month (\$800 total) for a commitment of 40hrs through the course of the contract (approximately 20hrs/month at a rate of \$20/hr).

The Marketing Apprentice will report directly to the Artistic Producer and Artistic Director of Burro'd Theatre, and will have set weekly virtual touch-points for training and updates on any ongoing tasks.

We are looking for a proactive, skilled communicator who nerds out over really good branding, enjoys building connections, and is eager to grow their knowledge and skills.

The success of this position will be measured by the completion of tasks by set deadlines, timely communication, and the creativity & professionalism of any completed work.

** Due to the on-site, in-person tasks included with this position, preference will be given to applicants with access to a car who are in close driving distance of Barrie & Angus. **

Please continue reading for a full breakdown of this contract position's duties, qualifications, requirements, duration, and compensation.

General Duties:

- Plan, create, and execute advertising initiatives for the 2026 production of *A Midsummer Night's Dream* within set budget parameters
 - Activities will likely include:
 - In-person poster-coasting, networking, front-of-house display coordination, audience interviews, and merch sales
 - Remote social media marketing, data collection & analysis, general outreach, program design, and print ad coordination
- Contribute suggestions, insights, and ideas to flesh out the overall marketing plan
- Track budgets, analytics, and general effectiveness of marketing tactics
- Conduct outreach to industry professionals, media contacts, and reviewers as needed

Qualifications & Requirements:

- Exceptional communication skills; comfortable performing outreach and providing courteous, prompt customer service online and in-person
 - Emerging-professional level writing & reading comprehension in English (bilingualism is an asset, but not required)
- Some established experience in digital marketing
 - Ability to take initiative, contribute ideas, and exercise occasional discernment in the coordination of marketing efforts
 - Eager to sharpen and enhance existing foundational skills
- Familiarity with common digital marketing tools & platforms
 - Required: Google Drive, Canva, Facebook, and Instagram
 - Asset: Kit (formerly Convert Kit) email newsletters, Google Sheets, and LinkedIn
- Knowledge of and/or connection(s) to local arts communities
- Experience in theatre is an asset, but not a requirement
- **Preference will be given to applicants who have consistent access to a vehicle and reside in or near the Barrie & Angus area**

Burro'd Theatre is a ***Humans-First | Anti-AI*** company who ***does not use generative AI*** in any marketing materials or communications. Before applying, please read our **Anti-AI Policy** below to ensure this position is the right fit for you.

Please note that a reliable computer, phone, and internet access are necessary for the completion of this position's duties. It is the responsibility of the successful candidate to supply those tools for themselves as a self-employed individual.

Contract Duration:

The contract position will begin July 15th, 2026 (or as close to then as possible), and continue through to after the closing of *A Midsummer Night's Dream* (September 15th, 2026) for a total of 2 months.

Compensation:

This is a part-time, independent contractor position. Rate of compensation will be \$800 for the contract (\$400/month), with the expectation of completing 40hrs of work in total. Exact hours per week will fluctuate depending on the stage in the production process.

The Marketing Apprentice will be a self-employed independent entity. Their work will be mostly remote, and this position is built to be somewhat flexible on a day-to-day basis around other gigs and paid commitments. Attendance at some rehearsals and specific performances will be required, and scheduled with abundant notice and consultation with the successful candidate.

As a contractor, the Marketing Apprentice will be responsible for submitting invoices and remitting all related income taxes, etc for this position.

Application Process:

Submit your resume and a short letter of interest (including any highlights Burro'd should know about you) to info@burrod.ca before **4:30PM on Wednesday July 8th**.

Interviews will be scheduled between July 9th-13th, with the position starting as soon as possible afterwards - ideally on Wed July 15th.

Burro'd Theatre values and is committed to diversity, equity, inclusion, and belonging in the workplace. We believe that work is at its best when it draws from the widest possible variety of experiences, and we encourage applicants of all backgrounds and identities to apply.

Studies show that candidates from underrepresented groups often only apply to jobs if they know for sure they meet 100% of the qualifications. *If you feel you would thrive in this position but are unsure if you meet all the qualifications, we strongly encourage you to submit an application.* Burro'd is specifically looking for individuals who are eager to learn and grow with this hands-on experience!

Anti-AI Policy:

Burro'd Theatre is a *Humans-First* | *Anti-AI* company. Your resumes and letters will be reviewed by two living, breathing people and will not be fed into any AI software. In turn, ***any applications that are determined to clearly contain AI-generated content will be disqualified from consideration.***

Burro'd Theatre believes that generative AI is environmentally destructive and steals from human creatives to generate wholly unoriginal and ultimately ineffective content. Accordingly, generative AI is not used in the production of any Burro'd marketing or communication materials - and its use will not be permitted in this position. We are looking for a human Marketing Apprentice with unique thoughts and learned experiences who will bring their own design & strategy ideas to the table.