



EMPLOYMENT OPPORTUNITY DIRECTOR OF MARKETING & COMMUNICATIONS

APPLICATION DEADLINE:	April 3, 2026.
START DATE:	June 1, 2026
SALARY RANGE:	\$65K - \$75K per year Four (4) weeks' paid vacation per fiscal year. Eligible to participate in PTE's group life and disability and extended health insurance plans Paid parking (taxable benefit) A moving allowance is available for out-of-town applicants
LOCATION:	On-site, Winnipeg, Manitoba
EMPLOYMENT TYPE:	Full-time, Permanent
SUPERVISE:	Manager of Social Media & Digital Engagement (permanent position) and Patron Loyalty Coordinator (contract position through March 2027).
HOURS :	40 hours per week. Hours are primarily M-F, 9 to 5pm Some evening and weekend work as necessary to support events.

ORGANIZATION DESCRIPTION

Prairie Theatre Exchange is a 53-year-old professional theatre company with an operating budget of over \$2.4 million, located in downtown Winnipeg on the third floor of Portage Place Mall. Founded in 1972, with an emphasis on Canadian plays, presented primarily by local artists in an intimate 323-seat thrust theatre, PTE is a nationally recognized company with deep roots in community. PTE produces five to seven shows per season in its mainstage programming.

Our home in Portage Place Mall is currently undergoing an exciting period of redevelopment, with an investment by True North Real Estate of over \$60 million towards the construction of a new healthcare tower, apartment tower, grocery store and community spaces. We are immediate neighbours to Wehwehneh Bahgahkinahgoohn and the redevelopment of the former Hudson's Bay Store. Although PTE's facility will not be directly altered by these redevelopments, we are brimming with excitement about the impact these two projects will have on our home in downtown Winnipeg.

ABOUT THE ROLE

The Director of Marketing & Communications is a senior leadership role responsible for shaping and executing PTE's marketing, communications, and audience development strategies. Reporting to the Managing Director and working in close partnership with the Artistic Director, this role drives earned revenue growth, strengthens brand visibility, and deepens audience loyalty.

The successful candidate will bring both big-picture strategy and hands-on execution, leading a small but dynamic team while collaborating across departments to ensure alignment between patron revenue generating initiatives.

RESPONSIBILITIES:

MARKETING & COMMUNICATIONS

- Develop and implement comprehensive marketing and communication strategies aligned with PTE's artistic and revenue goals.
- Plan and oversee every aspect of marketing/ticket sales campaigns, including the subscription campaign, student matinees and special events.
- Oversee creation of ticket sales revenue forecasts and marketing expense budgets.
- Develop specific sales and marketing plans and strategies.
- Work collaboratively with Patron Services Manager and Director of Development looking for synergies across function and coordinate resources to maximize efforts.
- Leads the development of all marketing copy for print, advertising, web and digital campaigns.
- Coordinate house program development.
- Manage relationships with external agencies and stakeholders.
- Lead survey and research initiatives.

EVENT SUPPORT

- Lead popular Wine Wednesday preshow events (once per subscription production).
- Participate in development and volunteer events through lead up and day of onsite support.

QUALIFICATIONS/REQUIRED SKILLS:

- Five + years of progressive marketing and communications experience, ideally in arts, culture or live entertainment.
- Demonstrated success in revenue-driven marketing strategy.
- Strong understanding of patron loyalty and subscription models.
- Exceptional writing, storytelling, content development, editing and communication skills.
- A strong knowledge of how to effectively segment marketing, customize campaign, predict trends and evaluate the success of programs.
- Experience in developing and managing budgets and ticket generated revenue forecasting.
- Experience in digital marketing, CRM's, email marketing and website management.
- A passion for theatre and the performing arts.

PHYSICAL WORKING CONDITIONS:

This role is primarily administrative in nature, requiring working on a computer for prolonged periods of time.

APPLICATION PROCESS:

Interested candidates are asked to submit a cover letter and resume via email to Katie Inverarity, Managing Director (katie@pte.mb.ca) by **April 3, 2026, 5pm CST**. All applicants must be legally eligible to work in Canada.

Prairie Theatre Exchange is committed to reflecting the diversity of our community and our country. As an equal opportunity employer, we encourage submissions from individuals of all genders, cultures, ethnicities, gender identities, sexual orientations, and abilities who possess the skills and qualities listed above.

Prairie Theatre Exchange is committed to providing accommodation for persons with disabilities in all parts of the hiring process. Please contact PTE if you have accessibility needs in applying for this position.

Not 100% sure of your qualifications? If your experience looks a little different than what we have outlined, but you believe you could excel in this role, we encourage you to apply. Please tell us what you can bring to this role.

Prairie Theatre Exchange appreciates all submissions of interest, however only those selected for an interview will be contacted.