

## **Communications and Community Outreach Manager**

### **Overview**

The Communications and Community Outreach Manager ensures HTI's messaging is consistent and visible across digital platforms, email communications, and public-facing community engagement opportunities. This person builds relationships with the wider community and manages the logistics for HTI's participation in external events.

### **Duties and Responsibilities**

- Update and maintain HTI's website ([www.hamiltontheatre.com](http://www.hamiltontheatre.com)), ensuring accurate, timely information
- Write and distribute monthly newsletters and member-only updates as needed
- Monitor and update HTI's Google Business Profile and similar online listings
- List HTI events on local community calendars (e.g., The Arty Crowd, Tourism Hamilton)
- Review show contracts to ensure all communications under your purview, including show listings on community calendars, website updates, and more, includes any and all required information at the required sizes
- Provide the Board of Directors with information and updates on community markets, festivals, and special events to determine the feasibility of participation in events
- Register HTI as a vendor at agreed-upon community markets, festivals, and special events (e.g., Hamilton Pride, Stuffed Market)
- Work collaboratively with the Graphic Designer on ensuring that relevant and necessary information is included in promotional materials
- Ensure promotional materials (e.g., merch, flyers, business cards, signage, tablecloths) are created, printed, or acquired as needed
- Organize and schedule volunteers for vendor events and booths
- Attend community/vendor events to represent HTI and oversee volunteers, or ensure a trained and informed volunteer is present in your place
- Track and report on the reach and effectiveness of outreach efforts (e.g., newsletter engagement, vendor traffic)
- Ensure show programs, posters, promo cards, and other print materials are printed and distributed as necessary for each HTI production
- Work collaboratively with the Social Media Manager, Graphic Designer, Show Producers, and the Board to maintain brand consistency across platforms
- Produce monthly reports for the Board of Directors

### **Time Commitment**

- Estimated 2–5 hours per week, depending on the season, with heavier involvement around key events. Flexible based on volunteer support and delegation.



## **Accountability and Support**

HTI's volunteer roles are designed to support the theatre's operations without overburdening any one person. Each role is responsible for ensuring the duties are completed—not necessarily by doing everything personally, but by recruiting volunteers or hiring paid support as needed (with Board approval). Volunteers are encouraged to take ownership of their role while maintaining a strong work-life balance. If unable to attend a scheduled event or fulfill a task, volunteers must arrange suitable coverage in advance.