

FULL-TIME PUBLIC RELATIONS AND COMMUNICATIONS SPECIALIST

Department: Marketing

Status: Full-Time

Hours: 40 Hours/Week

The Royal Winnipeg Ballet is committed to an inclusive and diverse environment that values, respects and supports all individuals. We aim to have a workforce representative of the diversity within our community, and welcome and encourage applicants from various backgrounds including women, Indigenous people, racialized people, disabled people, people of all sexual and gender identities and others who may contribute to further diversification endeavors.

THE POSITION

The Public Relations and Communications Specialist creates and coordinates the communications and public relations strategies for the RWB, including performances and programs, and works in collaboration with the entire organization to execute the strategy and tactics. This position participates in all public events and is the primary author of internal and external communications. This role develops and nurtures positive relationships with organizations, individuals, and community groups to provide opportunities for public relations and sales support, goodwill, and impact generation.

DUTIES AND RESPONSIBILITIES

PUBLIC RELATIONS

- Manage public relations initiatives, including media inquiries and activities.
- Ensure up-to-date media lists.
- Submit nominations for various award opportunities.
- As part of the annual media plan, develop public relations strategies for in-town shows, programs, and tours.
- Manage and organize public relation activities for programs and media calls, acting as primary contact.
- Arrange media interviews, brief interviewees and media outlets, and coach participants as required.
- Prepare and conduct media training as required.
- Seek editorial opportunities through proactive media relationship management.
- Write press materials, including news releases and media kit, and maintain up-to-date press reports.
- Serve as lead contact with media interactions, actively cultivate and manage press relationships ensuring coverage of programs, special events, public announcements, and other projects.
- Prepare and execute all requirements for media presence at shows and events.
- Promote the image and reputation of the RWB in media and at events.
- Arrange in-town pre-show chats, meet and greets, and other engagement activities, including Nutcracker walk-ons.

COMMUNICATIONS

- Write and edit internal and external communications and collateral materials, ensuring messages are clear and consistent with brand alignment.
- Identify and cultivate organization and human-interest stories and opportunities to support communications and promote sales.
- Working closely with Graphic Designer, lead the preparation, content, writing, and timely coordination of the annual report.
- Lead content creation and imagery for newsletters and other materials; coordinates the generation of online and print content to engage audience segments and spearheads measurable action.

- Liaise with internal departments, outside agencies, government agencies, volunteers, and alumni as required.
- Ensure stakeholders remain informed and engaged, facilitate dialog and relationship-building.

ADMINISTRATION

- Assist with Front of House staffing for shows.
- Oversee the development of monthly media reports for shows, programs, and significant events utilizing the media monitoring platform.
- Assist with the coordination of events, shows and programs as required.

*Other duties as assigned.

WORKING CONDITIONS

This position works with standard office equipment and may sit for periods of time performing keyboarding activities. Hours are flexible of days, evenings, and weekends as required for events, performances, and meetings. Success of this position requires a dedicated, detail-oriented, hard-working individual interested in the arts, desires a career in public relations, and is enticed by the prospect of making an impact on the community.

EDUCATION AND QUALIFICATIONS

- Post-secondary education in Public Relations, Communications, or Journalism; an equivalent combination of education and experience may be considered.
- Five (5) years related experience working in a communications department.
- Demonstrated ability to initiate contact and make pitches to media outlets.
- Ability to draft compelling and effective communication outputs.
- Clear Criminal Background check and Child Abuse Registry check.

SKILLS AND SPECIFICATIONS

- Excellent written and verbal communication skills, including public speaking.
- Excellent interpersonal skills with the ability to communicate messages through a range of styles, tools and techniques geared to the audience and nature of information.
- Detailed oriented coupled with strong organizational skills.
- Aptitude to react quickly while maintaining a positive organizational image.
- Ability to interact with a wide range of people with tact and diplomacy.
- Strong planning and coordination skills complemented by creative thinking.

HOW TO APPLY

If you would like to join us, please apply to **People Services** at peopleservices@rwb.org. Tell us about yourself! All candidates must submit a cover letter and resume that showcases your personality. We thank all applicants for their interest; however only those selected for an interview will be contacted.

The Royal Winnipeg Ballet is committed to providing accessible employment while ensuring our recruitment process is barrier free. Accommodations are available upon request for candidates participating in all aspects of the assessment and selection process. Requests for accommodation can be sent to peopleservices@rwb.org.

Closing Date: Open until filled.

As part of the Royal Winnipeg Ballet hiring process, successful candidates will be required to submit a satisfactory Criminal Background Check and Child Abuse Registry Check.