



New Media Writer

If you are 30 years or younger and eager to further develop your Social Media management skills as well as your passion for the arts, Rainbow Stage invites you to apply for the position of NEW MEDIA WRITER. Reporting to the Associate Artistic Director, the NEW MEDIA WRITER will provide support to the AAD and the Rainbow Stage Digital Studio with content planning and creating for all Rainbow Stage social media platforms.

Position Specifics

- This position is funded by the [Canada Summer Jobs](#) program, which offers summer employment opportunities specifically to young people aged 15 to 30 years.
- This is a seasonal, hourly position
- June – September 2022 (11 weeks total)
- The position requires flexibility in schedule
- \$13/hour, 35 hours/week

Key Duties and Responsibilities

With direction, training, supervision, and mentorship provided by Rainbow Stage's Associate Artistic Director, this participant will do tasks and responsibilities such as:

- Assist with scheduling and tracking of social media posts and timelines
- Assist with development of Rainbow Stage social media strategies and campaigns for 2022 season shows and activities
- Assist with content creation, photo taking, video recording, and graphic design of social media posts
- Assist with development and innovation of new social media tactics that can be incorporated into Rainbow Stage social media planning and implementation
- Assist with collection of statistics and metrics of social media for reporting
- Assist with archiving and digital filing of social media posts and images
- Other duties and tasks as assigned by the Associate Artistic Director

Qualifications / Required Skills

- Must be 30 years of age or younger
- Excellent working knowledge of Facebook, Instagram, Twitter, YouTube. Experience with Tik Tok is an asset.
- 2+ years of experience planning, creating, and publishing social media content
- Thorough knowledge of the latest social media best practices and tools
- Experience with creative and design tools like Adobe Creative Suite and Canva
- Experience writing copy, captions, design, and video editing skills
- Enjoys a team environment and thrives working independently
- Detail-oriented and motivated to learn upcoming trends
- Excellent written and verbal communication skills
- Drivers Licence & vehicle an asset

Additional Information

Rainbow Stage values diversity in its workforce and invites applications from all qualified candidates. If you require accommodation at any stage of the application process, please do not hesitate to make a request.

We thank all applicants for their interest in Rainbow Stage, however only those selected for further consideration will be contacted.

Rainbow Stage is committed to providing a safe and healthy environment for all individuals working with Rainbow Stage. As a result, Rainbow Stage is implementing additional measures to protect us all from contracting and/or spreading Covid-19. **It is Rainbow Stage's requirement that all employees hired to commence employment after November 1, 2021 will be fully vaccinated.**

Due to the uncertain nature of the Covid-19 pandemic, and no clear end to the pandemic, this Policy will be reviewed by the Board of Rainbow Stage and may be adjusted in the future, in accordance with public health orders and the ongoing evolution of the pandemic. For example, the Board may determine, at a future date, that it is necessary for all onstage and backstage employees to be tested regularly, as well as be fully vaccinated.

Contact Information

Interested candidates are asked to submit a cover letter and resume to jharding@rainbowstage.ca with the subject line **NEW MEDIA WRITER**

Deadline to apply is JUNE 8, 2022.

Employer Profile

Rainbow Stage is Canada's largest, longest-running open-air professional theatre. A not-for-profit charitable arts organization dedicated to the genre of musical theatre, Rainbow Stage's mission is to produce excellent musical theatre, to develop and support talented Manitoba artists and other theatre professionals, and to foster a diverse and engaged audience through a shared exploration of the musical theatre arts.

Rainbow Stage provides Four Pillars of Programming: Education, Outreach, Professional Training and Productions. By connecting our Production pillar to our established Education, Outreach and Professional Training pillars, we have created a bridge for Manitobans as young as 9 years old to begin a journey to a professional career on our stage and behind the scenes.

Rainbow Stage currently operates in three locations in the city of Winnipeg;

1. Seasonal theatre venue in Kildonan Park
2. Administrative offices on Henderson Hwy
3. Various rental spaces for rehearsals, auditions, and workshops

Looking to the future, the City of Winnipeg has committed 3 million dollars (to be matched) to renovate and renew Rainbow Stage as it develops a vision to bring the theatre in the 21st Century. The vision for this endeavor encompasses:

- Ensuring the accessibility/safety for our patrons, contract workers and employees
- The centralization of our operations (administration, auditions, rehearsals, education);
- The building of an all-season rehearsal hall/second playing space;
- The renovation of some existing spaces for all-season activity and accessibility;
- The development of year-round programming (education, outreach, and new work);
- The exploration of practices that will foster and promote environmental stewardship.

As we enter a new strategic plan in the coming year and as we work toward our 75th anniversary in 2029, we have our sights set on continuing to improve the company’s artistic and cultural vision in order to properly serve Manitobans for many years to come.