

Marketing Coordinator (Hybrid)

Company: One Yellow Rabbit Theatre Association



Festival Focus: High Performance Rodeo

Location: Calgary, AB (Hybrid / Werklund Centre)

Position Start: September 2026

Contract Term: 6 months with the possibility of extension
(hours will scale in accordance with Festival needs)

About One Yellow Rabbit

One Yellow Rabbit strengthens Calgary's cultural life by creating bold artistic experiences, inspiring curiosity and championing artists. For more than four decades, we've invited audiences to discover the unexpected, supported ambitious new work, and helped make Calgary a more creative and culturally adventurous city. Through the High Performance Rodeo, the High Performance Lab and other artistic initiatives, we continue to create opportunities for discovery, participation and belonging. Your support helps nurture artists, engage communities and shape Calgary's cultural future.

What is the High Performance Rodeo?

The High Performance Rodeo, curated by One Yellow Rabbit, is Calgary's annual invitation into cultural discovery. For three weeks each January, the festival transforms the city into a place where unexpected artistic encounters become part of winter life, inviting audiences to follow their curiosity beyond the familiar and discover performances, ideas and experiences they didn't know they were looking for.

Role Overview

One Yellow Rabbit is seeking a highly creative, agile, and culturally connected **Marketing Coordinator** to amplify our year-round brand and drive digital engagement for the annual High Performance Rodeo, Calgary's wildest winter festival of live performance. In this **hybrid role**, you will work from our offices at Werklund Centre and remotely to plan, create, and execute boundary-pushing social content, coordinate multi-channel marketing campaigns, and deeply engage with our diverse arts community.

Reporting directly to the **Marketing Director**, you will serve as a vital cross-functional collaborator working daily alongside our **Production, Administration, Box Office, and Front of House teams** to ensure unified messaging and an exceptional patron experience.

Key Responsibilities

Social Content & Multimedia Creation

- **Dynamic Storytelling:** Capture, script, and edit high-energy, short-form video, photography, and graphics showcasing artists, behind-the-scenes moments and live festival energy.
- **Content Calendars:** Develop and manage content schedules that balance year-round One Yellow Rabbit productions, ensemble updates, and the influx of seasonal High Performance Rodeo programming.
- **Asset Coordination:** Collaborate with visiting artists, local companies, and community partners to source and format promotional assets.
- **Digital Creative:** Design for web assets, social media and other promotional materials.

Collaboration & Engagement

- **Community Relations:** Monitor all social channels, enthusiastically engaging with patrons, answering ticket inquiries, and responding to reviews in a distinct, bold, and welcoming brand voice.
- **Artist Liaison:** connect directly with artists and co-promotional partners with enthusiasm to help promote individual productions as part of the Festival
- **Live Event Coverage:** Provide live social media coverage during the three-week festival.
- **Box Office & FOH Integration:** Work hand-in-hand with Box Office and Front of House teams to push real-time ticketing updates, rush seat promotions, venue policies, and accessibility information.

Campaign Coordination & Administration

- **Campaign Execution:** Assist the Marketing Director in deploying email newsletters, maintaining website event listings, and organizing the distribution of physical signage and program guides.
- **Ad Coordination:** Support the management of paid digital ads (Meta, Google) by organizing creative assets and tracking audience targeting parameters.
- **Reporting:** Collect data on social engagement, website traffic, and ticket conversion rates to help optimize marketing spending during peak festival weeks.
- **Other duties as assigned:** not like scrubbing the grout in the kitchen, but we do enjoy a clean, shared work environment 😊

Work Environment

- **Variable Hours: Hours will vary depending on Festival needs.** While typical weeks follow a standard schedule, this position requires high flexibility, including frequent evening and weekend work, leading up to and during the multi-week run of the High Performance Rodeo in January.

- **Flexible hybrid / on-site:** This role operates in a hybrid work environment, combining in-office collaboration with remote work flexibility.

Think you have what we need but your credentials don't perfectly line up? That's OK! We know that some job seekers miss opportunities if they think their qualifications don't fit. If you believe your skills and experience can make a difference here, we encourage you to apply!

Qualifications & Skills

- **Experience:** 1–3 years of experience in marketing, digital content creation, or social media management. **Prior experience working within the arts or not-for-profit community is highly appreciated and valued.**
- **Content Production:** Proven ability to shoot and edit engaging video and photographic content efficiently on a mobile device.
- **Writing Polish:** Exceptional written communication skills with the ability to pivot between informative arts journalism and punchy, casual social media copy.
- **Cultural Connection:** A genuine passion for contemporary theatre, live performance, and a strong familiarity with Calgary's diverse arts community.
- **Tech Skills:** Familiarity with digital tools such including Canva, email marketing platforms (we use WordFly), and the general G-suite of tools.

Our Commitment to Equity, Diversity, and Inclusion

One Yellow Rabbit believes that a diverse, inclusive, and equitable workplace is one where all employees, artists, and volunteers feel valued and respected. We are committed to a non-discriminatory approach and provide equal opportunity for employment and advancement. We strongly encourage applications from individuals of all genders, backgrounds, sexual orientations, cultures, and abilities who reflect the vibrant diversity of the community we serve.

How to Apply

Please submit your resume, a brief cover letter, and a link to a digital portfolio or social media content examples to **marketing@oyr.org**.

- **Email Subject Line:** Please use "**Application: Marketing Coordinator – [Your Name]**" as the subject of your email. Don't forget to include links to any creative that you wish to share.
- **Application Deadline:** Wednesday, August 7, 2026
- **More Information:** Full job details can be found at oyr.org/about/employment