



Outreach Program Coordinator

Company: One Yellow Rabbit Theatre Association

Festival Focus: High Performance Rodeo

Location: Calgary, AB (Hybrid / One Yellow Rabbit Offices at Werklund Centre)

Position Start: September 2026

Contract Term: 6 months (hours will scale in accordance with Festival needs)

Compensation: \$7,000

This position is estimated at 250 hours.

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 culturally connected **Outreach Program Coordinator** to join our team 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 support, create, and execute a program of outreach events, free events, workshops, performances, as well as support communication with new audiences. Reporting directly to the **Producer**, you will serve as a collaborator working alongside our **Marketing, Production, Administration, Box Office, and Front of House teams** to ensure unified messaging and an exceptional patron experience.

Key Responsibilities

Programming

- Create and co-develop programming for free events at the High Performance Rodeo.
- Create and co-develop programming for Outreach programs, including but not limited to artist workshops, public workshops, industry networking events, development residencies and presentations of readings and works-in-progress.
- Develop mentorship opportunities for emerging artists and arts-workers.

- Liaise with workshop and outreach leaders, participants and members of the public to support all activities. This may include negotiating payments, honorariums, volunteer agreements, and providing schedule and venue information, with support from OYR Producer and Company Manager.

Audience Development

- Research and execute outreach to identified communities in order to enhance communications and connection and create a festival where all are welcome.
- Support the Beautiful Young Student program by:
 - Engaging secondary school students and teachers and coordinating ticket opportunities and artist talks in schools.
 - Organize and/or support a series of Artist Talks on school properties with participating festival artists, lead or moderated by a festival staff.

Support and Evaluation

- Develop a research and evaluation framework to assess future needs of outreach, student and industry programming, and create a final report.
- Create and deliver a final report of all outreach undertakings for the 2027 festival that includes a summary of participants, partners, planning details and outcomes for the current program.
- Represent One Yellow Rabbit and the High Performance Rodeo in person at select events and fulfill host duties as required.
- Liaise with the HPR Marketing and Communications Department in order to facilitate communications and promotions of Outreach programs.
- Support the producer in administrative tasks within the programming and/or hospitality portfolio.
- Support the planning and execution of accessibility features for events at the festival, with an overall goal to increase accessibility across the entire festival.

Work Environment

- **Variable Hours: Hours will vary depending on Festival needs.** While typical weeks follow a standard schedule, this position requires high flexibility, and it is an expectation of all contractors that they be available for full-time festival hours, including evenings and weekends, during the period of **January 11th - February 7, 2027.**
- **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 programming, producing or facilitating the performing arts. **Prior experience working within the arts or not-for-profit community is highly valued.**
- **Writing:** Very good written communication skills.
- **Cultural Connection:** A genuine passion for contemporary theatre, live performance, and a strong familiarity with Calgary's diverse arts community.

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 to **Oliver Armstrong, Producer** at **oarmstrong@oyr.org**.

- **Email Subject Line:** Please use "**Application: Outreach Program Coordinator – [Your Name]**" as the subject of your email.
- **Application Deadline:** Monday, September 14, 2026
- **More Information:** Full job details can be found at oyr.org/about/employment