

EMPLOYMENT OPPORTUNITY

Content Marketing Manager, Social & Editorial at Crow's Theatre

Position: Content Marketing Manager, Social & Editorial
Location: Toronto, Ontario
Date of Posting: July 16th 2026
Application Deadline: This posting will remain open until the position is filled

ABOUT CROW'S THEATRE

For more than 40 years, Crow's Theatre has been a leading force in the Canadian theatre landscape, recognized for provocative, entertaining, and award-winning new theatre work that premieres in Toronto and often goes on to national and international stages.

Located in Toronto's east end, Crow's Theatre is a cultural destination for ambitious performance, big ideas, artist-driven work, and a belief that theatre has an essential role to play in a healthy and connected city.

Crow's is entering an especially exciting moment. Our upcoming season is already the best-selling season in the company's history, with strong audience demand, major productions ahead, and more people discovering the company each year. We are looking for a Content Marketing Manager, Social & Editorial to help build on that momentum and help more people understand why Crow's productions are must-see.

ABOUT THE POSITION

Crow's is entering an especially exciting moment. Our upcoming season is already the best-selling season in the company's history, with strong audience demand, major productions ahead, and more people discovering the company each year. The Content Marketing Manager, Social & Editorial will help grow that audience and help more people understand why Crow's productions are must-see events.

This is an audience growth role for someone with strong content development, writing, photo, and video skills. The person in this position will plan, write, capture, and shape content across social media, email, and digital channels, with a clear goal: help move people from first encounter to ticket buyer, subscriber, and returning patron.

The right person can look at a production and find the angle that will make people pay attention. They can choose the quote that actually helps sell the show, make a caption sharper, capture photo and video content that feels polished and useful, and create strong content before rehearsals begin, not just once reviews, photos, and audience reactions arrive. This role is for someone who wants more than a posting schedule: it

requires strong judgment, sharp writing, strong content instincts, and a clear understanding that effective content should make people care, click, book, subscribe, and tell someone else to go.

This role reports to the Director of Sales & Marketing and works closely with the Senior Marketing Manager, Graphic Designer, PR Representative, artists, production teams, and patron-facing staff. We are looking for someone who can bring ideas, make recommendations, and execute without waiting for step-by-step direction.

Audiences do not discover theatre in one place anymore. A poster, a review, and a press release still matter, but people usually need to encounter a show more than once, in more than one way, before they decide to buy. This role turns productions, artists, reviews, audience moments, early campaign materials, and behind-the-scenes access into content that makes the productions easier to understand, easier to talk about, and harder to ignore. The goal is to make the production clear, specific, human, and worth making plans around.

RESPONSIBILITIES

- Build and maintain a weekly content calendar tied to each show's marketing plan, so active productions, subscription campaigns, single-ticket campaigns, openings, artist moments, audience reactions, and major announcements have the right content at the right time.
- Develop content ideas before key sales windows, including social, editorial, photo/video, and email-support opportunities.
- Identify the strongest audience-facing angles, quotes, images, reviews, and production details for each show: what it is, who it is for, why it matters, and what will make someone want to buy.
- Create useful early content before rehearsals begin, turning scripts, artist conversations, reviews, images, adaptations, and early campaign materials into clear reasons to care.
- Lead Crow's day-to-day organic social media presence across priority platforms, including Instagram, Facebook, LinkedIn, and other channels as appropriate.
- Monitor and respond to comments, messages, tags, and relevant online conversations in Crow's voice, helping audiences feel heard and connected.
- Write captions, social copy, short-form campaign copy, newsletter modules, and other content that feels clear, smart, specific, and true to Crow's voice.
- Capture and edit strong social-first photo and video content, working with the Graphic Designer on templates, quote cards, carousels, reel covers, and other visual needs.
- Track what is working across organic social and share regular learnings on reach, engagement, video views, link clicks, audience response, and content opportunities.

QUALIFICATIONS

- Strong writing ability, especially for social, email, captions, and short-form campaign content.
- Good taste, strong editorial judgment, and a clear sense of what makes something specific, persuasive, and worth sharing.
- The ability to turn productions, artists, reviews, adaptations, audience moments, and early campaign materials into clear public-facing stories, including before a production is in rehearsal.
- Strong photo and video instincts, with the ability to capture and edit polished, useful content for social and digital channels.
- A sales-aware approach to content: you understand that the goal is not just engagement, but ticket sales, subscriptions, repeat attendance, and long-term audience growth.
- Strong instincts for how people engage with content online, and what makes them stop, click, watch, share, book, or subscribe.
- Interest in theatre, culture, artists, Toronto, and live performance, with the ability to make those subjects feel accessible to more people.
- The ability to manage multiple productions, deadlines, and priorities while taking direction, bringing ideas, and moving work forward.

YOU'LL THRIVE IN THIS ROLE IF

You have good taste, strong judgment, and a clear sense of what makes people pay attention. You know how to find the quote, image, detail, or moment that makes a show click, and turn it into content that feels specific, engaging, and worth sharing. You understand that good content can have personality and still help sell tickets.

SUCCESS IN THIS ROLE LOOKS LIKE

Success in this role means more people understand why Crow's productions are must-see, earlier and more often. Each major production has a clear content calendar tied to the show's marketing plan, with strong material in place before rehearsals begin.

Crow's social channels feel more active, polished, and connected to the productions on stage. Newsletters and campaigns have stronger angles, better quotes, and sharper language. Over time, more people should discover Crow's, understand why a show is for them, buy earlier, subscribe with more confidence, and come back more often.

COMPENSATION

This is a full-time permanent position. A competitive package will be provided with salary commensurate with experience in the range of \$60,000 to \$65,000 per annum. The position includes participation in Crow's extended health benefits and pension plan.

APPLICATION

To apply, please email your detailed resume and a cover letter in PDF form to hiring@crowstheatre.com. Please refer to "Content Marketing Manager, Social & Editorial" in the subject line.

Please include 2-4 examples of relevant work. These may include social posts, captions, short videos, photography, newsletters, editorial writing, campaign content, interviews, or other digital content you have created or helped shape.

Crow's Theatre thanks all applicants in advance. Only those candidates selected for an interview will be contacted. No phone calls please.

Crow's Theatre is an equal opportunity employer, dedicated to a policy of non-discrimination in employment on any basis including race, creed, color, age, sex, religion, national origin, disability, sexual orientation, gender identity, or any other protected ground. Crow's Theatre is committed to building a more diverse workplace and welcomes applications from all qualified candidates. We are committed to an inclusive and barrier-free recruitment, selection process, and work environment in accordance with the Accessibility for Ontarians with Disabilities Act (AODA). If you require accommodation during the hiring process, please email us confidentially at sherrie@crowstheatre.com.