



ORGANIZATION DESCRIPTION

Drayton Entertainment is a registered, not-for-profit charitable organization and one of Canada's most successful professional theatre companies. We present the finest in live theatre for all ages at seven unique venues across Ontario: the Drayton Festival Theatre in Drayton, Huron Country Playhouse (Mainstage and South Huron Stage) in Grand Bend, King's Wharf Theatre in Penetanguishene, St. Jacobs Country Playhouse and Hildebrand Schoolhouse Theatre in St. Jacobs, and the Hamilton Family Theatre Cambridge. We also operate a Youth Academy in Waterloo.

Drayton Entertainment is committed to inclusion and diversity in hiring, and encourages all qualified candidates to apply without regard to age, disability, ethno-cultural identity, sexual orientation, gender identity, or any other historically underrepresented and marginalized identities.

Drayton Entertainment is committed to providing all workers with a barrier free work environment free of discrimination and harassment. If reasonable accommodation is needed to participate in the employment selection process, please reach out directly to Natasha Hopf, Director of Human Resources, at natasha@draytonentertainment.com or 519-621-5511 ext.240 so that we may provide assistance.

GRAPHIC DESIGNER

Reports to Director of Marketing & Development

Function A creative, talented, and well-organized individual with demonstrated experience in graphic design for a range of digital and traditional media advertising, the Graphic Designer is part of a team of professionals responsible for promoting Drayton Entertainment's live theatre productions, events, fundraisers, and brand identity to audiences across the province.

Duties and Responsibilities will include:

- Visual content creation and curation, achieved through the development and design of a diverse range of print, digital, and video promotional pieces to specifically appeal to, and engage with, a variety of publics.
- Develop high-quality marketing content that speaks to the inherent magic of live theatre by managing the design and layout of key publications, including the annual Season Brochure, House Program, and Program Inserts for each live theatre production.
- Curate materials to support various campaigns, programs, and events as provided by the Development department, including Membership, sponsorship, fundraising, and more.
- Work directly with executive management to develop visuals for special projects and initiatives, such as capital campaigns, annual reports, theatre branding, and more.
- Liaise with front-of-house staff to create materials to inform and support audiences, including digital marquees and other signage, seat maps, merchandise, and lobby displays.

- Support education outreach programs and community engagement initiatives.
- Enforce all brand guidelines as set forth by the Drayton Entertainment style guide and make recommendations.
- Work directly with suppliers on order fulfillment including procuring quotes, reviewing digital proofs, coordinating delivery, and other logistics.
- Act as photographer for live theatre production and special event photo shoots, as/if required.

REQUIRED SKILLS & QUALIFICATIONS

- Enthusiasm for live theatre and the arts, with a passion for engaging audiences through attractive and compelling creative content.
- Knowledge and experience with multiple design programs including InDesign, Photoshop, Illustrator, and other Creative Suite programs.
- Demonstrated creativity and proficiency in content creation and project management.
- Lively, engaging and dynamic personality, with superior communication and interpersonal skills.
- Ability to work effectively and collaboratively in a fast-paced, collaborative team environment.
- College or University degree/diploma in the field of Graphic Design, Communications, Marketing, Advertising, or other related discipline or relevant previous experience.
- Photography skills an asset, but not required.
- Video filming, cutting, and editing skills are an asset, but not required.

TERM: Full-time; Immediate Start.

This position is based in-person and on site at Drayton Entertainment's Head Office at 46 Grand Ave. S., Cambridge.

Due to the nature of the live theatre industry, some evening and weekend work will be required.

Individuals required to work onsite must provide proof of COVID-19 vaccination in accordance with Drayton Entertainment's COVID-19 Vaccination Policy. Accommodations may be requested due to medical exemption.

HOW TO APPLY

For consideration, interested candidates should respond with Cover Letter & CV by May 24, 2024 to:

Jonathan Randall

Director of Marketing & Development

Email: jonathan@draytonentertainment.com

We thank all applicants for their interest; however only those selected for an interview will be contacted.