

FULL-TIME POSITION AVAILABLE FOR CREATIVE CONTENT DESIGNER

START DATE: As Soon As Possible

THE ORGANIZATION

About Soulpepper Theatre Company

Soulpepper is Toronto's Civic Theatre. Rooted in performance, artist training, and social impact, Soulpepper strives to strengthen our connection to the city and to each other through our work. We create powerful, artist-driven theatre that boldly stages the world's great works. We train the next generation of leading Canadian theatre-makers. We invite audiences to engage with the big ideas driving our time through a transformative approach to public initiatives.

Led by Executive Director **Gideon Arthurs** and Artistic Director **Paolo Santalucia**, Soulpepper is based in Toronto's historic Distillery District. Soulpepper's dynamic team includes 40 full-time staff, 300 artists and more than 500 artisans, working together to provide 12 months of non-stop artistic programming.

CREATIVE CONTENT DESIGNER

Status: Full-Time, Permanent

Reports to: Interim Director of Sales; embedded within the Marketing & Communications team

About the Role

The Creative Content Producer is Soulpepper's in-house storyteller—conceiving, shaping, and producing original, high-impact content that captures the artistic heartbeat of the company and converts it into material that drives sales. Working across all platforms, this role crafts innovative narratives that spotlight the full scope of Soulpepper's work—from our stages to our public-facing initiatives. Through compelling imagery, video, copywriting, and integrated digital campaigns, the Creative Content Producer helps define and evolve our public voice so it resonates with new and returning audiences alike, expanding our reach and amplifying sales and public engagement with our brand.

This position is central to how Soulpepper connects with the world: crafting stories that inspire engagement, reflect our values, and amplify the transformative power of theatre in Toronto's cultural landscape.

KEY RESPONSIBILITIES

Content Creation

- Uncover and develop compelling, audience-facing narratives that champion our artists, productions, and community impact.
- Build weekly newsletters and eblasts
- Lead the creation of original content (video, graphics, reels/shorts, behind-the-scenes features, artist spotlights).
- Write clear, on-brand creative copy for posts, captions, landing pages, and short features.
- Capture and edit photo/video content at rehearsals, events, and performances.
- Maintain and advance brand voice and visual identity across all touchpoints.

Social Media Management

- Execute consistent posting and maintain long-range editorial/content calendars.
- Monitor engagement, trends, and conversations in real time; jump on timely moments.
- Optimize content per platform (Instagram, TikTok, X/Twitter, Facebook, YouTube, etc.).

Campaign Support

- Collaborate with Artistic, Development, and Social Impact teams.
- Produce content for show launches, announcements, institutional messages, donor campaigns, and education programs.
- Partner closely with the Graphic Designer to lead narrative building for online campaigns and materials.

Audience Insights & Intake

- Lead Google Reviews and survey intake; synthesize learnings into actionable story angles.
- Get to know our audiences—surface insights that inform tone, targeting, and creative.
- Run A/B tests and experiments to refine messaging and formats.
- Track performance metrics and provide clear recommendations to improve future work.
- Generate reports to Marketing and Communications Department based on IRL feedback and intake from FOH

Collaboration with Artists

- Work directly with artists and productions to develop authentic content that reflects the creative process and captures public interest in our work.

Qualifications & Qualities

- Passion for theatre and civic storytelling.
- 2–4 years' experience in creative communications, content production, or related fields.
- Strong design skills (Adobe Creative Cloud—Premiere Pro, Photoshop, Illustrator; familiarity with After Effects an asset). Video editing capacity an asset.
- Excellent writing and storytelling abilities; sharp editorial judgement.
- Deep knowledge of social platforms, trends, and best practices.
- Highly organized, proactive, and collaborative; able to juggle multiple deadlines.

Working Conditions

- Primarily office-based
- Close collaboration with creative teams requires regular in-office presence.
- Some evening and weekend work aligned with production schedules and events.

If you're ready to help build the digital voice of one of Canada's leading theatres—and bring audiences closer to the art—we want to hear from you.

Compensation

- Salary Range: \$62,000-\$67,000
- Benefits: Health and Dental, Matching RRSP contribution

HOW TO APPLY

Apply via our application portal [here](#). You'll be asked to answer four short questions and upload your CV.

Please note: Applications are reviewed as they are received, and interviews may be scheduled on a rolling basis before the submission deadline. Interested applicants are encouraged to apply early.

Soulpepper is committed to reflecting the diversity of our community and our country. As an equal opportunity employer, we welcome and encourage submissions from individuals, with proper credentials, of all genders, cultures, ethnicities, sexual orientations, and abilities. Soulpepper is committed to providing accommodations for persons with disabilities in all parts of the hiring process. Soulpepper invites candidates who may require assistance during the application/ hiring process, to let us know and we will work with them to meet their needs. We thank all candidates for their interest, however, will only contact those selected for interviews.

Please submit your application no later than: November 17th, 2025