



THEATRE WESTERN

2017-2018 DIRECTOR AND EXECUTIVE POSITION DESCRIPTIONS

Coordinator

Dir. Promotions

Dir. Productions

Dir. Finance

Dir. Ad. Prog.

Soc. Med. Exec

Fall Play Exec

Photo/Vid Exec

Festival Exec

Graphics Exec

Musical Exec

DIRECTOR POSITIONS:

Each Director works closely with the Coordinator to create a cohesive set of schedules, strategies, and desirable outcomes for the 2017-2018 Theatre Western company. The Directors of Promotions and Productions collaborate with teams of three Executives, relaying information to the Coordinator and ensuring all necessary tasks are completed on time and appropriately proportioned amongst team members. In contrast, the Director of Finance and Director of Additional Programming work independently, relying on the Coordinator and other Directors and Executives for support when necessary. APPLICANTS SHOULD HAVE: *strong organizational skills, good leadership abilities, creative problem solving, the ability to work well under pressure, and a love for the performing arts!*

Director of Promotions

- Assist the Coordinator in the selection of the company productions for the school year
- Work closely with the Social Media Executive, Photography/Videography Executive, and Graphic Design Executive, serving as the liaison between each Executive and the Coordinator
- Create marketing and social media campaigns to effectively promote Theatre Western productions, and collaborate with the Director of Productions to implement a promotional schedule for each show
- Run weekly meetings with appropriate Executive Team to discuss upcoming goals, tasks, and determine the best course of action
- Attend bi-weekly meetings with all Theatre Western Executives and Directors, as well as bi weekly to weekly (dependent on season) meetings with the Coordinator
- Check in with the Coordinator and Director of Finance as tasks are completed, and work with the Coordinator to resolve any PR issues that may arise over the course of the term

Director of Productions

- Assist the Coordinator in the selection of the company productions for the school year
- Work closely with the Fall Play Executive, Festival Executive, and Musical Executive, serving as the liaison between each Executive and the Coordinator
- Create a master schedule for each production of goals, tasks, and miscellaneous items that need to be accomplished, and work with the Coordinator and Executives to create individual portfolios that highlight each executive's strengths
- Run weekly meetings with appropriate Executive Team to discuss upcoming goals, tasks, and determine the best course of action
- Attend bi-weekly meetings with all Theatre Western Executives and Directors, as well as bi weekly to weekly (dependent on season) meetings with the Coordinator
- Check in with the Coordinator and Director of Finance as tasks are completed, and work with the Coordinator to resolve issues that may arise over the course of each production
- Attend all necessary rehearsals, auditions, and interviews as determined in collaboration with the Coordinator and appropriate Executive before each production begins

Director of Finance

- Collaborate with the Coordinator and the University Student Council Treasurer to create an appropriate and affordable budget for the 2017-2018 calendar year
- Process all payment receipts for each production, promotion, workshop, and additional events to ensure proper compensation
- Attend bi-weekly meetings with all Theatre Western Executives and Directors, as well as monthly check ins with the Coordinator
- Check in with Directors and Executives as productions progress to ensure things are remaining on budget, and adjust the annual budget as necessary should complications arise
- Have experience with finance and accounting (preferably)

Director of Additional Programming

- Implement a series of creative workshops accessible to all Western students surrounding the performing arts (all three disciplines)
- Plan the annual Winter Cabaret and Dubbies Awards Ceremony, using available Executive Members for assistance in the completion of tasks
- Attend bi-weekly meetings with all Theatre Western Executives and Directors, as well as monthly check ins with the Coordinator
- Work with the Director of Promotions to create social media campaigns and utilize promotional tools for all additional programming effectively
- Communicate with the Coordinator and Director of Finance as tasks are completed, and work with the Coordinator to resolve any issues that may arise

EXECUTIVE POSITIONS:

Executive Members work underneath either the Director of Promotions or the Director of Productions, accomplishing tasks that pertain to their specific role. Executive members working in Productions—the Fall Play Executive, the Festival Executive, and the Musical Executive—provide support to the other Executives and the Director of Additional Programming when required, provided that their show is not in production. In contrast, the Executives working with the Director of Promotions—the Social Media Executive, the Graphics Executive, and the Photography/Videography Executive—largely remain within their own portfolios, barring extenuating circumstances.

APPLICANTS SHOULD HAVE: *an interest in the behind the scenes production work that goes into a theatre company, strong initiative, the ability to work well as a member of a team, and inherent positivity!*

Social Media Executive

- Manage the Facebook, Twitter, and Instagram accounts of Theatre Western
- Collaborate with the other Promotions Executives to ensure updated graphics, photos, and videos for each Social Media Campaign, and draft engaging posts that target a broad audience
- Work with the Director of Promotions to create the most effective media campaigns across all platforms
- Attend weekly meetings with the Promotions Team to discuss upcoming goals, tasks, and determine the best course of action
- Attend bi-weekly meetings with all Theatre Western Executives and Directors

Photography/Videography Executive

- **MUST OWN A CAMERA AND HAVE EXPERIENCE WITH PHOTO AND VIDEO EDITING SOFTWARE.**
- Take all headshots and additional photography for each production's cast and crew, as well as attend all Additional Programming Workshops and Events to take photos

- Create promotional videos in line with Social Media campaigns for each Theatre Western show
- Attend weekly meetings with the Promotions Team to discuss upcoming goals, tasks, and determine the best course of action
- Attend bi-weekly meetings with all Theatre Western Executives and Directors

Graphic Design Executive

- Create all Theatre Western related graphics for workshops, programs, posters, and productions throughout the course of the academic year
- Work with the University Student's Council for aid with graphic design when necessary
- Attend weekly meetings with the Promotions Team to discuss upcoming goals, tasks, and determine the best course of action
- Attend bi-weekly meetings with all Theatre Western Executives and Directors

Fall Play Executive

- Assist the Coordinator and the Director of Productions in the selection of the Fall Play
- Serve as Co-Producer of the Fall Play Production, and work closely with the Director of Productions and Coordinator to ensure smooth completion of tasks as the production progresses
- Attend all necessary rehearsals, auditions, and interviews as determined in collaboration with the Coordinator and Director of Productions before production begins
- Act as the "ground floor producer" for the Fall Play; stay in constant communication with the show's creative team to maintain a positive and safe rehearsal environment
- Attend weekly meetings with the Productions Team to discuss upcoming goals, tasks, and determine the best course of action
- Attend bi-weekly meetings with all Theatre Western Executives and Directors

Festival Executive

- Assist the Coordinator and the Director of Productions in the selection of student plays
- Serve as Co-Producer of the Purple Shorts Festival, and work closely with the Director of Productions and Coordinator to ensure smooth completion of tasks as the productions progress
- Attend all necessary rehearsals, auditions, and play screenings as determined in collaboration with the Coordinator and Director of Productions before production begins
- Act as the "ground floor producer" for the Festival; stay in constant communication with the festival's multiple creative teams to maintain a positive and safe rehearsal environment
- Attend weekly meetings with the Productions Team to discuss upcoming goals, tasks, and determine the best course of action
- Attend bi-weekly meetings with all Theatre Western Executives and Directors

Musical Executive

- Assist the Coordinator and the Director of Productions in the selection of the musical

- Serve as Co-Producer of the Spring Musical, and work closely with the Director of Productions and Coordinator to ensure smooth completion of tasks as the production progresses
- Attend all necessary rehearsals, auditions, and interviews as determined in collaboration with the Coordinator and Director of Productions before production begins
- Act as the “ground floor producer” for the Spring Musical; stay in constant communication with the show’s creative team to maintain a positive and safe rehearsal environment
- Attend weekly meetings with the Productions Team to discuss upcoming goals, tasks, and determine the best course of action
- Attend bi-weekly meetings with all Theatre Western Executives and Directors