



PR and Outreach Specialist

EMPLOYMENT STATUS: Permanent, Full-time, Hybrid

SALARY RANGE : \$46,000-\$58,000 per year

REPORTS TO: Head of Marketing & Communications

POSITION SUMMARY

The PR & Outreach Specialist is responsible for amplifying the Segal Centre's public presence, strengthening its reputation, and engaging audiences across Montreal and beyond. This role combines public relations with proactive audience engagement, ensuring that visibility in the media and community translates directly into ticket sales, donor interest, and long-term audience loyalty.

KEY RESPONSIBILITIES & TASKS

1. Public Relations & External Communications

- Develop, write, and distribute press releases, media advisories, press kits, and official statements for all Segal Centre productions, events, and initiatives.
- Build and maintain strong relationships with journalists, critics, broadcasters, and media outlets in both English and French.
- Proactively seek earned media coverage (including coordination of interviews, press calls, and media visits to rehearsals and performances).
- Maintain and regularly update the media contact database; track and analyze media coverage to evaluate PR effectiveness.
- Develop key messaging and narrative frameworks that reinforce the Segal Centre's mission, artistic vision, and community role.
- With the Head of Marketing and Communications, manage crisis communications and reputation management efforts, ensuring timely, accurate, and consistent messaging.

2. Audience Engagement & Community Outreach

- Identify and cultivate individual and group audiences, across generations and demographics, to expand reach and strengthen loyalty.
- Develop tailored strategies for priority audience segments
- Anticipate and analyze audience trends to support long-term audience development planning.
- Cultivate and strengthen relationships with community partners, cultural institutions, and civic organizations.
- Identify and pursue opportunities for partnership, collaboration, and public engagement that expand the Segal Centre's reach.
- Support programs and events that build relationships with key stakeholder groups, including audience development, donor, and community engagement activities.
- Represent the Segal Centre at community events, press functions, and industry gatherings.

3. Social Media Coordination & Monitoring

- Review in-house and agency-generated social media content with the Head of Marketing & Communications to ensure alignment with the Segal Centre's tone, priorities, and brand.
- Liaise with the Segal Centre's social media agency ensuring timely and accurate delivery of content, calendars and priorities.
- Monitor digital platforms for inquiries and engagement, ensuring timely responses.
- Capture and share spontaneous content for social media as needed

4. Event & Production Support

- Coordinate media attendance and photo/video coverage at opening nights, press events, dress rehearsals and community initiatives.
- Support the execution of public and community events, ensuring consistent branding and strong public visibility.
- Represent the Segal Centre at external meetings, conferences, and outreach events as needed.

- Manage production-related PR requirements, including notices of recordings, Equity approvals, and artist access protocols to ensure compliance and respect in all promotional efforts.
- Gather documents and information for the creation of show programs (bios, headshots, Director's note) and coordinate the production process with the Graphic Designer.

5. Media Monitoring & Reporting

- Monitor and track media mentions and public sentiment using tools such as Google Alerts.
- Maintain a comprehensive PR archive for institutional use.
- Prepare show and season reports summarizing media exposure, outreach outcomes, and PR impact.

6. General Communications Alignment & Innovation

- Contribute to communications initiatives that ensure alignment across departments and consistency with institutional goals.
- Contribute to cross-departmental alignment by sharing media highlights and keeping staff aligned with priorities and strategies.
- Stay current on PR, media, and community engagement trends, bringing forward innovative strategies and best practices.

CORE COMPETENCIES & QUALIFICATIONS

Core Competencies

- Exceptional written and verbal communication skills with the ability to craft compelling press releases, media pitches, statements, and key messaging frameworks.
- Strong media relations expertise, including building and maintaining relationships with journalists, critics, broadcasters, and cultural influencers.
- Proven ability to secure earned media coverage across print, digital, radio, and television platforms.
- Crisis communication and reputation management skills, ensuring clear, timely, and consistent messaging.
- Relationship-builder with demonstrated experience cultivating community partners, cultural institutions, and civic organizations.

- Strong project management skills with the ability to manage multiple productions, deadlines, and stakeholders simultaneously.
- Experience coordinating press events, media attendance, interviews, and public-facing initiatives.
- Social media literacy, including agency coordination, content oversight, and responsive community management.
- Data-informed mindset with the ability to track media coverage, analyze tone and impact, and prepare PR performance reports.
- Bilingual communication skills (English & French) with the ability to represent the organization confidently in both languages.*
- Cultural sensitivity and alignment with the Segal Centre's mission as a Jewish cultural institution serving diverse communities and its commitment to inclusivity for all.

*Given the Segal Centre's mission as an English-language cultural producer, and regular collaboration with partners and collaborators outside of Quebec, bilingual communication skills (English & French) with the ability to understand artistic material and marketing prose and represent the organization confidently in both languages are a requirement of the role.

Preferred Qualifications

- 2 or more years of experience in public relations, communications, or media outreach (preferably in the arts, cultural, or non-profit sector).
- Experience working in performing arts, theatre, festivals, or cultural institutions considered a strong asset.
- Established relationships with Montreal media outlets and familiarity with the local cultural landscape.
- Knowledge of social media strategy and experience liaising with external agencies.
- Availability to attend evening and weekend performances, rehearsals, opening nights, and community events.

Key Attributes

- Confident, articulate, and diplomatic communicator.
- Proactive self-starter with strong initiative and follow-through.
- Collaborative team player who thrives in a fast-paced arts environment.
- Calm under pressure and solutions-oriented during high-visibility moments.
- Passionate about theatre, community engagement, and cultural impact.

ABOUT THE SEGAL CENTRE

The Segal Centre for Performing Arts is a not-for-profit theatre company dedicated to nurturing, producing and presenting world-class English-language theatre, and to showcasing the best professional artists from Montreal and beyond. Founded in 1967, the Segal Centre has expanded to become a nationally recognized venue for the performing arts, in addition to enriching educational programming & Jewish cultural events. With core

values of creation, innovation, diversity and collaboration, the Segal believes in the power of the arts to strengthen and connect communities and is committed to offering relevant, engaging, and accessible programming.

HOW TO APPLY

Send resume and cover letter to Head of Marketing and Communications, Laurie Bourgeois (lbougeois@segalcentre.org).