



Content Manager / Producer

Paid contractor · Part-time · ~10 hours/week · Halifax

The role

We are looking for someone passionate about dance and storytelling to help share what happens in our studio, grow our community, and help more people find their way to it. You would be responsible for how House of Eights shows up online: producing content, designing graphics, writing captions, planning the week ahead and publishing across our channels, reporting to the Studio Director and working alongside our Studio Manager, Assistant Manager and Video Editor.

This is a marketing role as much as a creative one. We want someone who thinks about who a post is for and what we want it to do.

About House of Eights

A community dance space in downtown Halifax, part of the local dance community for over six years. Over 30 classes a week across 12+ styles, beginner to advanced, plus performance and training programs, rentals, private lessons and wedding dance lessons.

Our mission is to empower all we serve through dance education, community engagement and artist development, and to create a safe and supportive space where people from all walks of life feel celebrated and equipped to achieve their goals through dance.

What you would be making

We post one to two times a day on Instagram and TikTok. About half arrives prepared.

Already prepared for you	Basic class videos from our Video Editor, and many promo graphics from our Studio Manager. For these you draft a caption, often from a template, and publish.
Produced by you	Other class content such as alternate angles, clips and behind the scenes. Community content, educational and FAQ pieces, studio services promos, trends, promo graphics as needed, and campaign content for events, programs and showcases.

Roughly half of what you produce is filming and editing. The other half is graphics and carousels in Canva, mostly from existing templates.

Responsibilities

- **Producing.** Filming and editing around the studio, editing class clips and alternate angles, designing graphics and carousels, writing captions. Some content is also produced for or repurposed into paid ads.
- **Publishing.** Posting to Instagram and TikTok, Facebook cross-posts automatically. YouTube is handled by our Video Editor, and email marketing is not part of this role.
- **Stories and DMs.** Resharing instructor stories and answering DMs. A daily habit rather than a block of work, two or three quick check-ins a day.
- **Planning.** Maintaining our content calendar and planning campaign content for registration periods, showcases and events.
- **Capture.** Two to three b-roll sessions a month, plus visits for specific content such as interviews, trends or class launches.
- **The content bank.** Keeping our b-roll bank organised and current, with monthly updates.
- **Measuring.** A monthly snapshot of performance, and adapting the month ahead accordingly.

Time and rhythm

- **Around 10 hours a week**, paid as a flat bi-weekly rate.
- **Five days a week** for story reshares, DMs and publishing. The other two are covered by our Studio Manager or Assistant Manager, with anything scheduled then set up ahead or prepared for them.
- **Editing, design, scheduling and planning are remote.** You work wherever you like.
- **In person for capture.** Two to three b-roll sessions a month, plus visits for content made here such as interviews and trends. These can be combined.
- **Fixed commitments.** Our two showcase days a year in April and December, our annual K-Pop Random Play event, and occasional other events. Notice given well ahead.
- **Guest pop-ups and workshops.** Year round. As each comes up the team works out who is going, and whoever is there captures b-roll or other easy content. Most of our admin team dance here, so usually one of us is.
- **Bi-weekly check-ins with the Studio Director**, one each month a longer meeting with the wider management team.

On workload: weekly hours stay fairly even year round. During registration windows and the run-up to a showcase, educational, studio services and higher production behind the scenes content is deprioritised to make time for programme and show content, with regular class promotion leaning on b-roll already in the bank rather than new filming. A shift in what gets produced rather than a spike in how much.

What we provide, what you bring

We provide	Canva and Adobe subscriptions, and content storage across Google, Dropbox and pCloud. Use of the studio phone, Osmo camera and mic when filming here, plus a content strategy document and calendar.
You bring	Your own laptop and phone.

What we are looking for

- An eye for simple, effective, on-brand content that is strategic and creative, and a sense of what stops people scrolling.
- Comfortable on both sides of a camera, and confident in Canva. Most graphics start from templates, so it is adapting rather than building from scratch.
- An organised self-starter who notices what needs doing and what could be done better, and goes out of their way to do it.
- A genuine interest in the local dance community.

Once set up, this role runs largely on its own. The only day to day contact is sending content to the Director for a quick approval before it goes out, and otherwise we catch up at the check-ins. It needs someone comfortable working independently without being chased.

Marketing or social media experience is a real asset, though we care more about how you think than years on a resume. Basic paid Meta campaign experience is a bonus.

Terms

Rate	\$500 bi-weekly, flat rate, as an independent contractor
Perks	Five free drop-in classes a month, plus discounts on classes, rentals and merch
Start	Flexible, ideally September. Ongoing.
Reports to	Studio Director

How to apply

Send your resume and portfolio to info@houseofeights.com by midnight Sunday, August 23. Tell us about yourself and what you would bring to our dance community.

houseofeights.com · @houseofeights · 5562 Sackville Street, Suite 305, Halifax