



Opportunity: Production Lead, Upstream AV

Location: Remote (Ottawa-based preferred; candidates in other major Canadian cities also welcome)

Type: Full-time

Works closely with: Operations Lead/CEO

Close Date: Monday, November 16th, 2026

Who we are

We're growing. We're taking on bigger projects, building deeper client relationships, and continuing to shape the kind of company we wished existed when we entered this industry.

At Upstream, we believe AV doesn't have to suck. It doesn't have to mean burnout, chaos, poor communication, or treating talented people like interchangeable parts. We think this industry works best when people are trusted, compensated fairly, supported properly, and given room to do excellent work.

We're building Upstream for the technicians executing the event and the planners trusting us to deliver it. We're tilting the scale back in favour of the people who are actually on the ground at the events, and we're looking for someone who wants to help us do it.

The role

We're looking for a Production Lead to run our events on the ground and be the face of Upstream to our clients. This is a leadership role, not a specialist role. You won't be the one behind a console or patching a rig, but you'll understand AV well enough to know what "right" looks like, catch problems before they become the client's problem, and keep a crew running smoothly under pressure.

You'll be the client's main point of contact from pre-production through event day, and the person a crew looks to on-site when something needs a decision. You'll get to know our crew and freelancers well enough to build the right team for every job, run events with an eye on cost

and margin, and look out for the well-being of the people you're leading. As we grow, you'll be one of the people who helps make sure we grow without losing what makes Upstream Upstream.

At Upstream, you're an owner, not a boss. You're fully accountable for making the techs' work easier and removing friction wherever you can, not for taking orders from clients or sales and passing them down to the crew. Ownership means carrying people's needs back up the chain, not commanding them. We lead with ownership, not authority.

What you'll do

Pre-production & client relationship

- Work with Growth Team to build quotes and bids that match the clients needs
- Serve as the primary point of contact for clients from initial planning through event execution
- Understand client goals and requirements and translate them into a plan the crew can execute
- Build run of show documents, production schedules, and other event planning materials
- Coordinate with the team on equipment, logistics, and technical planning ahead of events

Crew & team building

- Get to know our crew and freelance network, including their strengths, working styles, and what they're best suited for
- Select and assemble the right team for each job based on its needs
- Communicate clearly with crew before and during events so everyone knows the plan

On-site leadership

- Safeguard the well-being of the crew, both physically and in how they're treated on-site
- Lead the crew on-site and act as the single point of contact for the client throughout the event
- Keep a firm grasp on AV fundamentals across audio, video, lighting, and rigging, enough to troubleshoot and triage issues in real time, even if you're not the specialist solving them
- Make the on-the-ground calls that keep an event running smoothly

Execution & accountability

- Run events with cost and profit margin in mind, without compromising Upstream's standard of execution
- Document additional costs and follow up on deliverables after the event
- Help identify what worked and what didn't, and feed that back into how we operate

Culture

- Help preserve and grow the culture that makes Upstream a place where strong people want to work. As the company scales, that's on all of us, but especially on the people leading crews

What we're looking for

- Experience leading crews or teams on live events. You've run a room, a load-in, or a show before
- A strong working knowledge of AV concepts (audio, video, lighting, rigging). You don't need to be a specialist in any one of them, but you need to know enough to ask the right questions, spot a problem, and triage it
- Excellent client-facing communication and hospitality. You're comfortable being the calm, competent voice a client trusts before and during an event
- A track record of making good judgment calls under pressure
- Genuine care for the people you work with, and a low tolerance for the industry's worst habits (burnout, poor communication, treating crew as disposable)
- Organized, cost-conscious, and detail-oriented when it comes to planning and follow-through
- Comfortable traveling regularly within Canada for events, including multi-day trips

Location

This role can be remote. We're looking for the best candidate for this role, and we won't let geography dictate that. You do not need to be based in Ottawa. Ottawa-based candidates are preferred, and candidates based in other major Canadian cities are the next preference.

If you're not based in Ottawa, we may occasionally ask you to travel there to take part in team activities. Your travel expenses for that will of course be covered.

This role also involves regular travel within Canada for events, including multi-day trips, so you should be comfortable being on the road and away from home on a recurring basis.

Compensation

\$85,000–\$110,000 CAD per year, based on experience.

Pay transparency is a core value at Upstream. We post real ranges because we think candidates deserve to know what a role pays before investing their time.

Benefits & time off

We offer a comprehensive health benefits package, including prescription drugs, dental, vision, paramedical services, major medical and life insurance, plus a Health Spending Account and out-of-country emergency medical coverage.

Our approach to vacation is pretty simple: **we don't count days**. Take the time off you need, communicate with your team, and make sure your responsibilities are covered. Events have some dates we can't move, obviously, but we don't think people should have to hoard vacation days or justify taking a break. We hire people we trust and treat them accordingly.

How to apply

Send a resume, LinkedIn, or even just a short introduction to careers@upstreamav.ca and tell us a bit about the kind of work you enjoy doing.

We're building carefully, intentionally, and for the long term. Let us know how you could help.