



JOB DESCRIPTION MARKETING ASSISTANT

Position Summary:

Specific responsibilities include but are not limited to:

- **Report to the Festival Director of Programs and Marketing:** to ensure maximum media coverage and exposure by coordinating media interviews with staff /artists as required.
- **Maintain Marketing mailing lists:** E-Newsletter, Media and Potential Artists/Musician list.
- **Festival Guide:** assist with preparation of all editorial information including: ad sales, editing, vendor information and mail out distribution.
- **Maintain Media Hit spreadsheets** using all templates provided including: electronic and print media articles, publications, photo documentation, videos and any other archival material pertinent to the Festival and Society.
- **Festival Media Launch:** assist with co-ordination, invitations, mail-out, production, set up, tear down and distribution of Media Kit
- **Production of Marketing materials** – tendering quotes through to final product for posters, postcards, T-shirts, media kits, prizes, cue cards for Street Stage announcements, media press releases, and all other pertinent printed promotional materials as required
- **Vendors:** Scout, recruit and communicate during Festival with Food, Artisan Market and consignment vendors. Work with Festival Site Operations staff for vendors' technical assistance – IE: Coordinate opening and closing of vendor tents during festival, technical assistance only.
- **Volunteer Dept** – Attend Volunteer/Career Fairs as required, include Volunteer recruitment in all current volunteer and marketing materials. **Maintain** Goods and Service providers, recruitment organizations and lists.
- **Coordinate Special Events Team** for Media launch and Special Events during Festival.
- **Co-ordinate Community Projects:** as required IE: Chalk art applications, set up and tear down.
- **Surveys:** Coordinate and supervise on site, volunteer and other surveys as required.
- **Thank you's:** to all vendors (post festival) and advertisers (pre-festival) as per Director.
- **Final Report:** Maintain statistics on any/all media tracking, promotional and marketing initiatives. Update manuals as required.

Qualifications:

Successful candidate must have a minimum of 2 years marketing education or work experience. Strong interpersonal skills within a dynamic work environment are essential. Knowledge of database management, word processing and graphics packages are valuable to the position. Good organizational skills are critical. Familiarity with the visual arts is an asset.

Start Date: Immediately. Job will remain open until position is filled.

Please forward your resume to The Works #200-10225 -100 Avenue Edmonton, AB T5J 0A1
Attn: Dawn Saunders Dahl