

We Are Hiring a Marketing Coordinator



Job Description:

We are seeking a creative and detail-oriented Marketing Coordinator to join our team and contribute to the success of the Muskoka Chautauqua Arts and Culture Festival. As a key member of our marketing team, you will play a crucial role in implementing marketing strategies to enhance the festival's visibility and engagement. Throughout the role, the candidate will also be required to step into event-related roles, supporting the planning, coordination, and execution of various festival programs and performances.

Unemployed, underemployed, or simply ready for a change? If you're looking for a platform to grow, this year-long internship is the opportunity you've been waiting for.

This is a full-time, one-year contract offering \$20 per hour for 35 hours per week, with an immediate start date. Please note that this is an in-person, in-office position located at 1182 Foreman Road, Port Carling, ON.

Responsibilities:

1. Content Creation:

- Assist in creating engaging content for our social media channels, website, email blasts and other promotional materials.
- Collaborate with the team and use existing assets to develop visually appealing marketing materials.

2. Social Media Management:

- Manage and update social media platforms with timely and relevant content.
- Monitor social media channels for trends and engagement opportunities.

3. Email Marketing:

- Support the development and execution of email marketing campaigns.
- Maintain and update the festival's email subscriber list.

4. Event Promotion:

- Work closely with the events team to create and implement promotional strategies for festival programs and performances.
- Coordinate with media outlets and influencers to maximize promotional reach.

5. Event Support:

- Step into event-related roles as needed, including assisting with event setup, coordination, and on-site support during festival programs and performances.

6. Analytics and Reporting:

- Monitor and analyze marketing performance metrics.
- Prepare reports on the effectiveness of marketing campaigns and suggest improvements.

7. Collaboration:

- Work collaboratively with the internal event team, artists, and other stakeholders to ensure cohesive and effective marketing strategies.

8. Post-Event Wrap Up:

- Analyze attendee post-event surveys and assist with creating reports
- Assist with creating sponsor and partner wrap-up reports
- Organize photo assets on the shared drive for promotional assets for the next event cycle



Qualifications:

- Previous experience in marketing is an asset.
- Strong written and verbal communication skills.
- Proficient in social media platforms and content creation tools.
- Proficient in Microsoft Office.
- Previous experience with Eventbrite is an asset.
- Detail-oriented with excellent organizational skills.
- Enthusiastic about arts and culture.
- Must have accommodations in Muskoka for the entire work placement.
- Must have access to a reliable vehicle and a valid driver's license. Driving will be required to get to event locations, pick up supplies, distribute posters, and deliver other promotional collateral.
- Ability to lift up to 20lbs and stand for extended periods, as required for festival set up and tear down.

Benefits:

- Gain valuable experience in marketing within the context of a vibrant arts and culture festival.
- Networking opportunities with artists, influencers, and industry professionals.
- Contribute to the success of one of Muskoka's premier cultural events.
- Develop a strong mentor/mentee relationship and work with our Director of Development to learn the ins and outs of working in the non-profit arts sector.
- Receive one-on-one coaching and opportunities for additional mentorship with other senior staff.



**Are you ready to make a difference
and join our team?**

Submit a copy of your cover
letter and resume to Gayle
Dempsey, Director of
Development, at
mci@artsinmuskoka.com

Further Information



705-765-1048



www.muskokachautauqua.com