



INTERNSHIP CALL: Outreach, Marketing and Communications Assistant

Title: Outreach, Marketing and Communications Assistant

Hours: Part Time: May 1 – August 31 (approximately 20 hours per week May to mid-July, with increased hours in late July and August)

About SummerWorks

Founded in 1991, SummerWorks Performance Festival is widely recognized as one of the most important platforms for launching new work– locally, nationally and internationally. Every August, SummerWorks hosts artists and projects interested in continuously reimagining and innovating the possibilities of performance while insisting on accessibility, integrity, and professionalism. www.summerworks.ca.

Outreach, Marketing & Communications Assistant: Description & Duties

An internship at the SummerWorks Festival gives interns an inside view of the processes and structures necessary to help produce a festival and support new work development. Interns will develop relationships with artists and Festival staff, and work closely with the Marketing Manager and Artistic & Managing Director to plan and execute the Festival. They will also receive mentorship, free access to Festival ticketed shows, workshops and professional development seminars. An August metropass will be provided or reimbursed to each intern. We prioritize interns for hiring considerations in paid positions upon completion of internships.

The Outreach, Marketing and Communications Assistant is an important part of our producing team. They are responsible for the promotion of the Festival across a variety of platforms, as well as assisting with the management of Festival outreach initiatives.

The Outreach, Marketing and Communications Assistant reports to the Marketing Manager.

The Outreach, Marketing and Communications Assistant's duties include:

- Developing and deploying social media content and advertisements across all Summerworks social media channels (Facebook, Instagram, Twitter, Youtube).
- Collaborating on the creation of the Festival Program Guide with the Festival's Marketing Manager.



- Overseeing the dissemination plan of marketing print materials (i.e. posters, program guide delivery, etc.)
- Set up cross-promotional opportunities with community partners.
- Administer and market special ticket offers and programs.
- Manage ad sales for Festival Program Guide.
- Assist the Festival Publicist with media calls and bookings.
- Assist with assembling marketing and publicity materials for final reporting.

Position Specifications

It is **essential** that the Outreach, Marketing & Communications Assistant has:

- High level organizational and project management skills.
- Exceptional written and verbal communication skills.
- The ability to work independently as well as part of a team.
- Excellent computer skills and social media proficiency.
- A strong, self-directed work ethic.
- Attention to detail.

It is **desirable** that the Outreach, Marketing & Communications Assistant has:

- Knowledge of the goals and activities of SummerWorks.
- Familiarity with the Toronto performance community.
- Experience with digital marketing platforms and management systems.

To Apply

To apply for the position, please email applications@summerworks.ca by **Wednesday April 4, 2018** and provide:

- A resume of one page;
- A cover letter of no more than one page addressed to Laura Nanni, Artistic and Managing Director, that:
 - Addresses why you would like to work for SummerWorks, and
 - Illustrates how your skills, knowledge and experience match the duties and qualifications.

Please ensure that your full contact details are included in your resume and/or cover letter.

SummerWorks is committed to equality and diversity, both through our program of activities and as an employer. Our practices and procedures aim to reflect the varied needs, expectations and cultures of all members of our community. We make every effort to ensure that no member of the community receives less favorable treatment in our recruitment process or when accessing our services on the grounds of gender, gender identity, disability, race, religion or belief, age or sexual orientation.