



JOB CALL: Outreach, Marketing and Communications Coordinator

Title: Outreach, Marketing and Communications
Coordinator

Hours: Part Time: May 22 – July 22 and
August 20 - August 31
Full Time: July 23 - August 19

Fee: \$5000.00

Engagement conditions: Independent Contractor

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 re-imagining and innovating the possibilities of performance while insisting on accessibility, integrity, and professionalism. www.summerworks.ca.

Outreach, Marketing & Communications Coordinator: Description & Duties

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

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

1. Concept & Planning:

- Executing Marketing Plan (Print & Online Ads)
- Executing Social Media Plan
- Create and execute the Festival outreach & marketing distribution plan
- Create the Festival photo call plan
- Functioning as the liaison with web developers, graphic designers, printers and distribution companies on behalf of the Festival.
- Liaising with artists to collect content on behalf of the marketing

team.



2. Components of the Program Guide, Fold-out Brochure & Web:

- Collecting and organizing all materials for the Program Guide, Fold-out Brochure and Web including all copy, images and logos
- Uploading all content and changes for web on the Festival's data management system, Marcato
- Overseeing the editing process of the Program Guide, acting as a liaison between artists, partners and Festival staff
- Overseeing the compiling of the Festival programming to designers.
- Tracking and relaying all notes and changes to the designers as required
- Manage ad sales for the Festival Program Guide

3. Components for Online/ Social Media

- Developing and deploying social media content and advertisements across all SummerWorks social media channels (Facebook, Instagram, Twitter, YouTube)
- Executing all social media content, including ads
- Overseeing all social media ad buys
- Overseeing the creation and distribution of the Festival promo videos
- Drafting copy, designing and distributing the Festival newsletter
- Ensuring relevant posts are retweeted and responded to during Festival
- Set-up cross-promotional opportunities with community partners

5. Marketing Print Materials:

- Coordinating the creation, design and distribution of all Festival signage
- Coordinate the design, printing and distribution of all print marketing materials

6. Other:

- Assist with assembling marketing and publicity materials for final reporting
- Attending staff meetings and all-artist meetings as required
- Attendance at post-festival debrief
- Overseeing marketing volunteers



Position Specifications

It is **essential** that the Outreach, Marketing & Communications Coordinator 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.
- Experience with digital marketing platforms and management systems.

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

- Knowledge of the goals and activities of SummerWorks.
- Familiarity with the Toronto performance community.
- Familiarity with online and print marketing platforms.
- Previous experience planning and executing indie and/or festival marketing campaigns.

To Apply

To apply for the position, please email applications@summerworks.ca by **Monday, May 14th, 2018** and provide:

- A resume of one page;
- 3 references with current contact information;
- 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 list “Outreach, Marketing and Communications Coordinator” in the subject line and 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 identity, disability,

race, religion or belief, age or sexual orientation.