



EXTERNAL JOB POSTING

**MARKETING &
COMMUNICATIONS
COORDINATOR**

Permanent part-time position
(20-25 hours/week, year-round, flex hours)

Reporting to the General Manager
and Senior Marketing Manager

Peterborough Musicfest (PMF) is an independent non-profit, charitable organization that has offered free-admission concerts on Wednesday and Saturday evenings every summer since 1987. Our stage has seen the likes of Dallas Green from City and Colour, Terri Clarke, k-os, Walk Off the Earth, Tegan & Sara, Carly Rae Jepsen, Our Lady Peace, Tom Cochrane, Kiefer Sutherland, Sam Roberts Band and many more. PMF is one of the largest free-admission festivals of its kind in Canada and has an outsized impact on the local economy, generating upwards of \$6M in economic activity. We're proud of what we have built, and we invite qualified candidates to bring their talent and passion to our team.

THE POSITION

The Marketing & Communications Coordinator role is responsible for managing multiple media portfolios and providing sponsor advertising. This position will work closely with our external design partner to create innovative theme material each year. You will be the key liaison with our sponsor contingent with communications, VIP package advertising benefits, and onstage sponsor promotions to include emcee script writing throughout the summer season. You will work alongside the Senior Marketing Manager who manages all digital marketing including social media platforms and website.

Hours and schedule will vary– Evening and weekend work will be strongly prevalent. Must be available on Canada Day, every Wednesday & Saturday throughout July/August.

DUTIES & RESPONSIBILITIES

- Work alongside our marketing team and contracted creative designer in managing the festival brand.
- Work with Senior Marketing Manager to further develop and implement Invest in Musicfest marketing campaign. A Committee of board members is already in place.
- Maintain and help to grow our sponsorship and visitor base within the immediate area and surrounding regions (Durham, Kingston and GTA).
- Work with team to creatively advertise our PMF brand and increase awareness outside our region as well as expand our sponsorships. PMF has many long-time media partnerships with excitement around drone footage, greater onstage/backstage footage, podcasting, and behind the scenes live interviews with artists.
- Report to Senior Marketing Manager in supporting media release communications as well as managing traditional media contracts. Support creation of sponsor promo videos alongside contracted videographer / photographer. Support team to provide artist and sponsor marketing benefits while growing our fan base.
- Assist the Senior Marketing Manager to control the marketing budget and report to the bookkeeper in a timely manner. This includes PMF's branded merchandise program, park signage/advertising, reviewing the value of sponsor advertising, and grant spending reconciliations.
- Support General Manager and Board Treasurer with grant writing.
- Manage all onstage scripts for every concert including sponsor onstage promotion, speeches for Emcees, Board Chair and General Manager.
- Oversee marketing summerstudent alongside Senior Marketing Manager.
- Our reputation brings artists back again and again. Being an active team player is key in every role at PMF.
- Using PMF's project management tool, schedule and track project activities, timelines, milestones and deliverables.

- Maintain regular communications with team.
- Prepare monthly reports provided to the Board.
- Complete post-festival written end of season report.
- Perform other related duties as required.

General Skills

- Post-secondary education in a related field with relevant work experience.
- Experience in graphics Adobe Illustrator, Canva, Word Press.
- Photography and videography skills an important asset to provide marketing promotions for both our summer concert series as well as winter programming.
- Excellent verbal and written communication skills.
- Ability to work in a Mac based environment an asset. Microsoft Office experience is a must.
- Current driver's license and personal vehicle required.
- Ability to show diplomacy and professionalism under pressure.
- Ability to multitask and prioritize a busy workload.
- Ability to solve problems quickly and appropriately.
- Motivated/self-starter who will seek out opportunities.
- Impeccable attention to detail.
- Professional and presentable when meeting with sponsors and the board of directors.

Must be available every Wednesday and Saturday (including evenings) throughout the summer.

How to Apply:

Please send a cover letter and resumé by email no later than Friday, March 24th

Attention: Brent Colmer, Senior Marketing Manager, Peterborough Musicfest

Email: brent@ptbomusicfest.ca

Website: www.ptbomusicfest.ca

Peterborough Musicfest is an equal opportunity employer. All applications will be kept in confidence. Please note that while we thank all interested individuals, only those applicants selected for an interview will be contacted. Competitive salary offered. Flexible schedule available. This is a contract position is based upon a six-month probation period.