



## **Board of Directors – Director, Marketing (Volunteer)**

(approx. 15 hours per month)

Reporting to the Board Chair

Peterborough Musicfest (PMF) is a 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, 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 \$5M in economic activity. We're proud of what we have built, and we invite qualified candidates to bring their talent and passion to our volunteer board of directors.

Peterborough Musicfest currently seeks a **Director, Marketing (Volunteer)** to serve for a maximum of two (2) terms of one (1) year. The Director, Marketing (Volunteer) role will commence February 2024.

### **Accountability**

The Director, Marketing (Volunteer) is a voting member of the board of directors of Peterborough Musicfest (PMF) and appointed in a manner consistent with the festival's bylaws. They are accountable to the board for the fulfillment of the duties and responsibilities outlined below.

### **Time Commitment**

Fifteen hours per month (board meetings, meetings with the executive, committee meetings and sponsor support backstage over the summer months).

### **Roles and Responsibilities**

To support and advise on development and implementation of marketing/publicity strategies to increase awareness about Peterborough Musicfest in the community and promote fundraising/development activities.

Work with the Marketing and Communications Manager to develop and implement an annual Marketing Plan for fundraising/development activities.

### **The Director, Marketing's principal duties in addition to those duties set out in the by-laws of the organization are to:**

- Oversee ongoing review of the website.
- Oversee the development of marketing materials, e.g. social media, out of market promotions, fundraising opportunities.
- Identify opportunities for presentations to community groups/service clubs/new partnerships.

- Liaise with media (newspaper, television, radio, digital) to find opportunities to create awareness of Peterborough Musicfest.
- Oversee events/activities that promote and/or raise funds for Musicfest including Fest Friends packages, on-site raffles, and off-season fundraising events.
- Review new Grant opportunities.
- Liaise with Peterborough Tourism and Destination Association.
- Marketing and Communications Manager Report updates to board
- Manager or GM reports to the Board on a monthly basis or per Committee meeting frequency noted below.

### **Committee Membership**

- The Director, Marketing will lead the Marketing, Communications & Development Committee and attend regular Board Meetings.
- The Marketing, Communications & Development Committee shall be comprised of at least two Board members, who will act as Chair, the General Manager and Marketing and Communications Manager and no less than four members of the community.
- The Director, Marketing is a member of the Board of Directors and will meet monthly (approx. 9 meetings) with the board chair, vice chair, and general manager.

### **Qualifications:**

- Experience in developing and executing marketing strategies.
- Familiarity with the music industry, target audience, and trends in festival marketing is an asset.
- Excellent written and communication skills to support our marketing campaigns and external communications.
- Proficiency in digital marketing, including social media marketing, email marketing, online advertising as well as familiarity with traditional media- print, radio + television.
- Creativity and out of the box thinking.
- A strong grasp of branding principles and keeping campaigns and messaging aligned.
- Knowledge of relevant legal and ethical guidelines as well as best practices for marketing, especially in the entertainment industry is an asset.
- Commitment to the organization's mission and strategic directions.
- Awareness of fundraising strategies.
- Support with Grant research and Writing.
- An ability to commit the time required to fulfill the responsibilities described.
- Previous experience in a non-profit setting is an asset.

### **How to Apply:**

Please send an expression of interest by email no later than **4pm, Tuesday January 30<sup>th</sup>, 2024.**

Attention: Tracy Condon, Board Chair, Peterborough Musicfest

Email: [info@ptbomusicfest.ca](mailto:info@ptbomusicfest.ca)

Website: [www.ptbomusicfest.ca](http://www.ptbomusicfest.ca)

*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.*