

***Manager of Marketing and Communications***  
***Job Posting***

With one of North America's premier outdoor music festivals as its signature event, the Winnipeg Folk Festival is a year-round, not-for-profit organization presenting the best in live music, education, outreach and arts events, as well as operating a retail music store in Winnipeg's historic Exchange District.

The Winnipeg Folk Festival is seeking a Manager of Marketing and Communications responsible for developing and implementing the marketing and communications strategy for the entirety of the organization's activities.

Reporting to the Executive Director, and working closely with the Artistic Director and other senior staff, the Manager of Marketing and Communications will develop goals, strategies, and implementation plans to execute a comprehensive and cohesive marketing campaign for all of the organization's events.

Committed to creating "experiences of discovery and learning through the celebration of people and music," the Festival's long-term organizational goals are to enhance and develop the current summer festival site, undertake a campaign for both capital and endowment funds, and to help Winnipeg become Folk Capital of Canada.

Salary is commensurate with experience. The Winnipeg Folk Festival offers a fun work environment, and a generous benefits package. Please send resume, cover letter, and a list of references by December 23, 2009.

[resume@winnipegfolkfestival.ca](mailto:resume@winnipegfolkfestival.ca)

For full job description, please see [www.winnipegfolkfestival.ca](http://www.winnipegfolkfestival.ca)

## ***Manager of Marketing and Communications***

### ***Job Description***

The incumbent will be responsible for developing and implementing the marketing and communications strategy for the Winnipeg Folk Festival's activities, including our multi-day summer festival, concerts, education programs, outreach initiatives and other activity areas.

Reporting to the Executive Director, and working closely with the Artistic Director and other senior staff, the Manager of Marketing and Communications will develop goals, strategies, and implementation plans to execute a comprehensive and cohesive marketing campaign for all of the organization's events.

The incumbent will also create an annual public relations strategy to support marketing initiatives and promote the profile of the organization locally, regionally, nationally and internationally. They will also oversee the media relation strategies and the community relations activities in support of the organization's mission.

#### Essential Functions:

- Develop long term strategy for positioning the Winnipeg Folk Festival both locally, regionally, nationally and internationally.
- Devise marketing, promotions, sales strategy and creative concepts to ensure attendance targets are met for all events.
  - Oversee the Web and E-Marketing Associate, ensuring all new media collateral are employed in support of the overall marketing and communications strategy.
  - Oversee the placement of all media buys, manage flow of campaigns including print, broadcast and social media.
- Solicit media partners and manage media partner relationships, in close collaboration with the Manager of Resource Development.
- Oversees KCP and Broadway series telemarketing campaigns; facilitates the creation of campaign materials for callers; provides telemarketing manager with incentives for callers.

- Liaison with Ticketmaster on sales policies and customer service issues.
- Maintain overall responsibility for expense budget management, updating and revising projections as necessary;
- Monitor ticket sales on a timely basis and ensure any necessary adjustments to strategies and plans are implemented.
- Conduct regular analysis of ticket sales and audience demographics, including sales trends, pricing, and customer buying patterns.
- Ensure market research activity, brand image and communicate results to all key constituents.
- Establish effective organizational guidelines and procedures for all marketing, brand image, visual identity and communications tools.
- Lead media strategy, drafting all press releases and monitoring traction.
- Facilitate long term strategic institutional positioning, both locally and nationally, in collaboration with the Executive and Artistic Directors.
- Develop and execute press strategies to gain local, national and international attention for the institution. Expand relationships with national and international media.
- When necessary, act as spokesperson for the Winnipeg Folk Festival.
- Handle all media requests for organizational information, and determining appropriate internal spokespersons for interviews.
  - Develop press strategies, press releases and story ideas to promote the Winnipeg Folk Festival's education and community outreach programs as well as institutional news and events, season programming announcements, board appointments and staff news.
- Oversee development and expansion of press contact lists and maintain excellent relationships with the media.

- Conduct press and VIP tours, working with other staff to accommodate special requests.
- Liaison with artist management to ensure optimal public relations for any Winnipeg Folk Festival performers.
  - Liaison with major tourism and hospitality organizations, as well as other regional institutions to pursue shared public relations opportunities.
  - Increase contact and dialogue leading to expanded editorial exposure in community media outlets in the region.
- Plan and execute annual press conference and media events as warranted.
  - Oversee the publication of the annual festival program book and the development of all festival/corporate merchandise.

#### Minimum Qualifications

- 4-6 years of arts marketing and public relations experience, at a leadership level.
- Bachelor's degree in marketing, business, arts management (or related disciplines) or significant industry experience required.

#### Assets

- Experience with a festival and/or major tourism event
- Familiarity with Canadian folk music community and general music industry.
- Fluency in both of Canada's official languages

#### Required skills

- Ability to think strategically and to gauge a rapidly changing marketplace.
- Outstanding writing and editing skills. Ease in creating communications collateral (press releases, brochure copy,
- Familiarity with new media and technologies, including e-marketing, podcasts, social media vehicles and blogging.

- A passion for live music of all kinds, particularly folk.
- Ability to direct, supervise and evaluate contributions of others.
- Creative thinking, teamwork, highly developed leadership and management skills.

Support to this position

- full-time E-marketing and Web Associate
- Seasonal staff (summer students, interns, coop placements)
- Contractual services as per budget (graphic design firm, web and advertising support etc)