



## **Job Opportunity: E-marketing and Communications Associate**

The Winnipeg Folk Festival is seeking an E-marketing and Communications Associate. Working under the direction of the Marketing & Communications Manager, the E-marketing and Communications Associate helps maintain and develop the website and e-newsletter activities of the Winnipeg Folk Festival and performs other related communication duties as required.

The successful candidate:

- Has excellent knowledge of web design and a passion for usability and innovation
- Has extensive knowledge of web programming languages, including HTML and CSS
- Has extensive knowledge of CS3 applications and web applications (experience working with WordPress is an asset)
- Is proficient across platforms (Windows and Mac) and browsers
- Has an eye for detail and consistency
- Can create outstanding work while meeting competing deadlines
- Can assist in the continuous development of the festival's web presence and electronic marketing
- Works well in a team environment and has excellent communication skills

To apply please send an online design portfolio and resume to: [resume@winnipegfolkfestival.ca](mailto:resume@winnipegfolkfestival.ca) before February 15, 2010 with E-marketing and Communications Associate in the subject line. Salary is commensurate with experience.

Only those applicants asked for an interview will be contacted.

### **Full Description:**

#### **Job Summary**

Under the direction of the Marketing & Communications Manager, the E-marketing and Communications Associate helps maintain and develop the website and e-newsletter activities of the Winnipeg Folk Festival and performs other related communications duties as required.

Term ends September 30, 2010



## **Responsibilities**

- Update and maintain the Winnipeg Folk Festival website by working with staff, third-party designers, and volunteers
- Create and distribute regular e-newsletters
- Respond to inquiries from website users
- Administer the festival's social networking pages
- Explore the development of new web tools and emerging technologies
- Ensure the consistency of information and brand delivered across online materials
- Assist with electronic distribution of news releases
- Liaise with media and volunteers
- Perform related duties as required

## **Demonstrated abilities**

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- Has extensive knowledge of web programming languages, including HTML and CSS
- Has extensive knowledge of CS3 applications and web applications (experience working with WordPress is an asset)
- Is proficient across platforms (Windows and Mac) and browsers
- Has excellent communication skills
- Has an eye for detail and consistency
- Can create outstanding work while meeting competing deadlines
- Can assist in the continuous development of the festival's web presence and electronic marketing
- Works well in a team environment

## **Please include an online design portfolio.**

- This is a six-month term position, 35 hours per week. During the festival (July 9-12) longer hours are required
- The term will run from May through October 2009
- The Winnipeg Folk Festival offers a competitive salary
- Vehicle requirements: At the time of the festival, access to a personal vehicle for transport to the site is desirable

## **Please send resumes to:**

resumes@winnipegfolkfestival.ca or 203 - 211 Bannatyne Avenue Winnipeg, Manitoba R3B 3P2