



Position Title: Content Creator
Term: Permanent, Full-Time – 35 hours/week

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 arts organization that presents live music and arts events designed to benefit the community.

The Winnipeg Folk Festival is seeking a motivated team member with a passion for arts & culture to join the marketing communications team.

The Content Creator supports the marketing and communications efforts of the Winnipeg Folk Festival. The position focuses on graphic design, video/audio creation and editing, website management, social media content creation and digital marketing in conjunction with the Festival's operations and strategic plan. The primary responsibility is to maximize the potential of the marketing communications initiatives utilizing existing materials and creating and coordinating marketing assets to effectively achieve the Festival's goals and objectives.

Specific Responsibilities:

- Graphic design which includes print and online ads, the annual report, e-news headers, brochures, posters and various collateral materials including but not limited to festival wristbands, passes, program guides, maps and merchandise.
- Create, edit and coordinate unique video content for marketing the festival and special events (e.g. Tickets on sale, lineup launch, and concert series.)
- Manage and maintain all functionality on the Festival website and ensure relevant and timely content is properly represented at all times.
- Work with 3rd party providers on all requirements to ensure a fully functioning Festival mobile app and web applications for the Festival and all year-round activities.
- Coordinate the design, sourcing, production and delivery of all Winnipeg Folk Festival merchandise.
- Support the analysis and reporting of online marketing metrics
- Research, recommend, implement and monitor digital marketing trends, online best practices and web-based technology including search engine optimization, web analytics and program/campaign optimization.
- Build and maintain positive relationships with partners and technology teams.
- Manage the Festival's photo & video database.
- Support marketing communications through the development of assets and online targeted marketing initiatives and strategies for various platforms including, but not limited to Google Retargeting, Ticketmaster, Facebook, Twitter, TikTok, YouTube and Instagram, within a prescribed budget.
- With the Marketing Communications Coordinator, support social media content development on all platforms including, but not limited, to Facebook, Twitter, YouTube,

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TikTok and Instagram to deliver great customer service, develop brand awareness, drive online traffic and promote sales.

- With the Marketing Communications Manager, analyze sales performance of the overall festival and implement specific online targeted promotional activity to increase ticket sales.
- Assist in development of communications including copywriting and proofreading.
- Act as staff liaison for the following volunteer crews: Photography and Video.

Qualifications & Assets:

- A university degree or diploma in graphic design, communications or a combination of education/experience
- Demonstrated ability in graphic design, video and audio editing.
- Advanced working knowledge of web technologies and programming languages, web browsers and domain hosting.
- Exceptional knowledge of Microsoft Office software, and Adobe Creative Cloud
- Advanced working knowledge of social media tools, mobile platforms, audio and video formats.
- Sound knowledge of web analytics.
- Demonstrated verbal and written communication skills.
- Natural ability to learn new technologies, methodologies and approaches.
- Strong project management skill and ability to manage changing priorities.
- Passion for music, community and the environment
- Knowledge of the Winnipeg Folk Festival
- Bilingual English/French is an asset

Salary is \$36,000-\$40,000 with an excellent benefit plan and flexible team environment. In accordance with its values, the Winnipeg Folk Festival is committed to an inclusive environment for all staff and will work with any candidates who require accommodation during this confidential process.

Please send resume, cover letter and sample of work by **September 26, 2022** to:
Lee-Anne Van Buekenhout, Winnipeg Folk Festival
Email: ivanb@winnipegfolkfestival.ca

We thank all who apply however only those selected for further consideration will be contacted.