



"Together: Building Festivals, Special Events, & Fairs"

Air Show Ottawa
Awesome Indies Arts Festival for Children and Youth
BC Scene
Canada Dance Festival
Canada Day
Canadian Folk Music Awards
Canadian Tulip Festival
Capital Pride Festival
Caribe-Expo (Ottawa Caribbean Festival)
Carnival of Cultures
Carp Fair
Christmas Lights Across Canada
Fall Rhapsody
Festival franco-ontarien
HOPE Volleyball SummerFest
Italian Week
Lebanorama
Maple Sugar Fest
Magnetic North Theatre Festival
Metcalf Fair
One World Film Festival
Ontario Council of Folk Festivals
Ottawa Bluesfest
Ottawa Dragon Boat Race Festival
Ottawa Folk Festival
Ottawa Fringe Festival
Ottawa Greekfest
Ottawa International Animation Festival
Ottawa International Chamber Music Festival
Ottawa International Children's Festival
Ottawa International Jazz Festival
Ottawa Irish Festival
Ottawa Lumière Festival
Ottawa Race Weekend
Ottawa Storytelling Festival
Ottawa Turkish Festival
Ottawa Writers Festival
Ottawa's Canada Day Festival
Richmond Fair
Rideau Canal Festival
Sound and Light Show on Parliament Hill
SuperEX
Unisong Choir Festival
Victoria Day Festival
WESTFEST
Winterlude

POSITION: Marketing & Publicity Coordinator – Folk Festival

START DATE: ASAP **END DATE:** For Set Weeks

DURATION: 26 weeks

JOB SUMMARY: Supports the ongoing promotion, publicity and marketing of the Ottawa Folk Festival, and its concerts, through the coordination of media contact, marketing collateral production and advertising campaigns.

REPORTING RELATIONSHIP: Reports directly to the Ottawa Folk Festival General Manager.

RESPONSIBILITIES:

- Tracks and identifies opportunities for coverage and listings in print and online media.
- Creates and distributes publicity materials (e.g. press releases, media kits).
- Collaborates in designs, schedules and produces brochures, posters, festival program and advertising flyers, prepares designs for production, oversees printing and delivery
- Coordinates advertisements and listing and other informational and promotional materials;
- Manage all print jobs for marketing and other needs.
- Liaise with newspapers and organizations to place advertisements and listings
- Organize promotional material distribution
- Archive all media coverage and listings
- Work with Director of Planning and Operations to arrange for media access needs to performances
- Monitors printing and advertising budgets
- Ensures that the Festival's contractual obligations to sponsors are met in all media, marketing publicity print materials
- Monitors and maintains inventory of printed marketing collateral.
- Supports volunteers with carrying out street promotion, including poster and delivering paper promotional materials.

SKILLS REQUIRED:

- Good working knowledge of Adobe Illustrator and Adobe PhotoShop
- High school diploma.
- Computer skills, especially with Microsoft Office products (Word, Excel, PowerPoint, etc.).
- Detail oriented and able to successfully meet deadlines.
- Excellent communication skills, both oral and written.
- The ability to work in a fast paced environment and assess situations in order to provide solutions/recommendations to issues as they arise.
- The ability to maintain a positive outlook and have fun while contributing to the goals of the organization.

INDUSTRY CONTACTS:

- Representatives from the music industry, community partners and other event organizations.
- Members of the media
- Print and advertising industry professionals
- local, regional and national businesses
- Volunteers from all walks of life

TO APPLY:

Forward CV to info@ottawafestivals.ca or fax to 613.233.3134

Only those candidates who meet the JCP criteria will be contacted for an interview. To learn more about the JCP criteria, please visit <http://www.ottawafestivals.ca/jobcreation.cfm>