



*“GlobalFest is a not-for-profit society dedicated to celebrating and showcasing Calgary’s cultural diversity and artistic excellence within our communities locally and across the globe. We are committed to producing an inclusive, world-class, multi-faceted arts and cultural festival that will enhance Alberta’s reputation as a truly international destination.”*

## **Marketing & Communications Coordinator**

Working with management, this position will focus on the preparation, coordination and execution of all marketing and communication efforts for GlobalFest’s pillars of programming and other organization related events. This position will play a vital role working with various partners and sponsors, media, the general public, and volunteers to effectively promote 2019 events.

The GlobalFest family is a small but determined group of individuals. Working with such a vibrant and eclectic group can make for a very challenging and very rewarding summer work experience. As a small team, all staff may be required to participate in some physical labour and outdoor festival production support.

Duties include but are not limited to:

- Marketing
  - Create and assist in the development and implementation of key pieces - media releases, official program, as well as radio, print and television campaigns
  - Update the festival website on a regular basis to reflect timely changes and updates pertaining to this year’s GlobalFest
  - Create content for the festival app & management thereof
  - Assist with the festival’s social media - Facebook, Twitter and Instagram
- Media & Promotions
  - Support communication with media partners and sponsors
  - Arrange radio spots, print and television ads and interviews to promote GlobalFest before and during the festival, both on and off site
  - Creation of all stage emcee scripts and coordination of nightly emcees on-site
- Partner & Sponsor Fulfillment
  - Assist in the writing, editing and finalizing of partner and sponsor contracts and their fulfillment
  - Build & deliver partner & sponsor entertainment packages, as well as Media Accreditation

The successful candidate will also be assisting with the GlobalFest Golf Tournament, as well as promotional sales events (other Calgary summer festivals) including Lilac Festival, Inglewood Sunfest, and Marda Gras, just to name a few.

General office & administrative duties. Evening and weekend work is expected.

Job requirements and criteria:

- Demonstrated strong written and oral communication skills
- Comfortable with telephone skills and cold calling potential clients/partners
- Proficiency in Windows and MS Office
- Knowledge of social media platforms
- Confident, self-starting individual
- Ability to work both collaboratively and independently
- Valid Drivers Licence and own vehicle with clean driving record
- Marketing, Non-Profit, Communications or Public Relations experience or schooling would be of benefit



Granting eligibility states selected student must:

- Be no older than 30 years of age
- Be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment
- Have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations

Please note - compensation for moving (travel, rent, utilities, etc.) is not provided.

This position will run from May 4 through to Sept 4, 2020.

It is a full-time position with a salary of \$11,475.00 over 18 weeks.

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We thank all applicants in advance for their interest in GlobalFest. Due to the expected high number of applicants for this position, only applicants selected for an interview will be contacted. No phone calls please.

**Please send cover letter and resume to:**

**globalfest.yyc@gmail.com, Subject: YLOT Program – Marketing & Communications Coordinator**

Applications will be accepted until end of day Tuesday, February 18, 2020.