



*“GlobalFest is a not-for-profit community development agency dedicated to celebrating, showcasing and promoting Calgary’s cultural diversity and artistic excellence, which enriches the lives of our citizens and strengthens our community, while simultaneously enhancing Alberta’s reputation as an international destination. GlobalFest is also dedicated to facilitating discussions of issues pertaining to racism, discrimination, oppression, and justice, as well as educational programming addressing these issues, in the hopes that they lead to sustained commitment by our community to work towards a more inclusive society”*

### **Marketing/Program 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 2022 events.

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
  - Create content for the festival app & management thereof
  - Assist with the festival’s social media – TikTok, Facebook, and Instagram
  - Monitoring and answering questions in website chat (shared responsibility with other team members)
  
- Media & Promotions
  - Creation of all stage emcee scripts and coordination of nightly emcees on-site
  - Creation of new image and reel content for digital promotions
  
- Partner & Sponsorship Fulfillment
  - Build & deliver partner and sponsor entertainment packages, as well as Media Accreditation

From the programming side and reporting to the Artistic Cultural Director, this position will assist with all aspect of the activation, i.e., vendor and entertainment management, including the following major summer programs:

- Scheduling of GlobalFest performance stages and Cultural Pavilion management during GlobalFest (Friday, August 12 – Saturday, August 27, 2022)

Additionally, this position will also assist with a variety of smaller community performances:

- Stephen Avenue, Downtown Calgary
- Marlborough Mall
- Calgary Dragon Boat Festival
- Heritage Park
- New Project, GlobalFest Groves – Pop-up Performances, various locations throughout Calgary

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 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 also include but are not limited to:

- Front Offices Management
  - Data input and management
  - Tracking invoices and receipts
  - Creative and technical writing for the creating and dissemination of contracts, reports and marketing materials



- Event Management
  - Recruitment and deployment of volunteers
  - Management of events and guest logistics
  - Scheduling of entertainment and event planning
  - Collection of information for performer accreditations and performer introductions
  - Planning and assisting with participants orientation sessions

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
- Ability to work both collaboratively and independently
- Film/video post-production training and/or equivalent experiences
- Proficiency in Adobe Creative Suite, including Premiere Pro
- Valid Drivers Licence and own vehicle with clean driving record

Granting eligibility states selected students must:

- Be no older than 30 years of age
- Be a Canadian citizen, permanent resident, or person to who refugee protection had 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 2 through to September 2, 2022  
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 & Programming Coordinator**

Applications will be accepted until end of day Tuesday, March 1, 2022.