



Business Development/Marketing Director

Position available for immediate start

Our Organization

Mission – GlobalFest is a not-for-profit community development agency dedicated to celebrating showcasing and promoting Calgary’s ethno-cultural diversity and artistic excellence. We enrich the lives of our citizens and strengthen our community, while simultaneously enhancing Alberta’s reputation as an international destination. GlobalFest is dedicated to facilitating discussions around racism, discrimination, oppression and justice, through forums and educational programming with the intention of sustaining commitment by our community to work towards a more inclusive society.

The Role: Business Development/Marketing Director

Working as an integral part of the executive team, this role will have a dual focus, driving revenue streams through corporate sponsorship as well as the preparation, coordination, staff oversight and execution of all our marketing and communications efforts. This includes GlobalFest’s various programming pillars and other organizational related activities.

The Business Development/Marketing Director is a senior-level role within our organization, working directly with stakeholders and other senior level team members across the organization, including members of the society’s Board of Directors, ensuring adherence to best practices in executing our strategies in sponsorship, sales, marketing, communications, and customer service. We want to deliver a consistent and unified brand experience.

The Business Development/Marketing Director will cultivate strong relationships with our community stakeholders, including our corporate partners, advertising partners, distribution vendors, cultural association partners, fireworks crew, our designers, web designers, contractors, sponsors, Board of Directors, and our patrons. We require strategic and effective partnerships to support the goals of the organization.

The Duties and Responsibilities of this Role

- Work with our Executive team and Sponsorship Marketing Committee of the GlobalFest Society Board of Directors on strategic revenue sponsorship goals, strategies, campaigns and procurement.
- Work with our Executive team to provide meaningful input and expertise to the creation of our marketing and communications strategy – GlobalFest programming includes our Elliston Park festival and programming, plus the Reaching Out Initiative, which includes the Human Rights Forum, Urban Arts programs, Internships, GlobalFest Groves and OneWorld community programming.
- Develop and implement organizational marketing and communications strategies.
- Design and oversight of all marketing and sponsorship materials including proposals, promotional materials (posters, tickets, ads, promotional flyers, etc.)
- Guide, assign tasks and oversee the Marketing Communications Coordinator (annual internship)



- Liaise with Marketing Agency of Record on project development and delivery
- Negotiation and oversight of official photographic team for main festival
- Manage all aspects of GlobalFest's digital communications, including online, website, e-mail, marketing, and social media channels
- Produce regular, timely, high-quality digital content to drive interest, consideration, and event sales
- Work with our Executive team in the managing and tracking of budgets and expenditures
- Work with our external suppliers - writers, photographers, designers, and printers – to ensure high-quality representation of the GlobalFest brand with clarity and accuracy
- Engage with community marketing partners and such other duties, as required, and as may be assigned from time to time.

Your Knowledge and Skills

- Minimum three years' experience in enterprise and complex sales, ideally B2B and B2C sales experience
- Minimum three years' experience in marketing, including knowledge of media landscape, media buying and media stakeholder relations
- Direct email marketing and digital marketing through organic, paid and earned channels
- Website management including intermediate graphic design skills, and basic HTML
- Writing and editing for marketing and professional communications
- Publication management including working with designers, printers and distribution vendors
- Design and content creation for printed and online festival event program
- Advertising including print, outdoor, radio, television and digital
- Experience in stakeholder survey strategies, implementation and assessment
- Knowledge of MS Office and Teams plus Office Suite, additional online platforms and tools such as Survey Monkey, Loomly, chat bots etc
- Event planning and non-profit experience would be ideal
- Valid driver's license and your own vehicle are an asset

Compensation: \$60,000 annual salary + 15% bonus on all new cash sponsorships personally secured

This is a full-time salaried position

Start date: Immediate

Applications close: Monday 5 June, 11:59pm

To apply, please email cover letter with resume attention to:

Ken Goosen
Chief Operating Officer
ken.goosen@globalfest.ca