

# GUELPH JAZZ FESTIVAL

202 – 6 Dublin Street South, Guelph, ON, N1H 4L5  
519.763.4952 [guelphjazzfestival.com](http://guelphjazzfestival.com)

## GUELPH JAZZ FESTIVAL • MARKETING ASSISTANT • POST DATE: 8 MAY 2023

<b>Job Title:</b> Marketing Assistant		<b>Total Hours of Work Available:</b> 280	
<b>Application Due Date:</b> Friday, 26 May, 2023		<b>Wage:</b> \$16.00/hr	
<b>Duration:</b> Exact work schedule to be determined. Start late June until late Aug. Flexible hours available.		<b>Grant Funding this Position:</b> Canada Summer Jobs	<b>Status:</b> short term, employee
<b>Grant Restrictions:</b> Candidate must be age 30 or younger at start of employment term, eligible to work in Canada, not an international student			
<b>Job Location:</b> Guelph Jazz Festival Office: 202-6 Dublin Street South, Guelph, ON, N1H 4L5 and/or remote work, to be discussed			

### Job Summary

The primary responsibility of the Marketing Assistant (PA) will be to assist the Artistic and General Director (AGD) and other GJF staff with marketing, promotional, communication, and related tasks related to the 2023 Guelph Jazz Festival (14-17 September), and assist with other administrative tasks as required. This position is supported by the Government of Canada's Canada Summer Jobs program.

### Qualifications

- Possession of excellent organisational skills; strong attention to detail
- Proficiency in design and photo-editing software
- Experience in social media promotion
- Ability to work in small, busy, non-profit office setting, and/or to communicate effectively in a remote-work context
- Possession of effective verbal and written communication skills; works well with people
- Takes initiative, can work independently and is self-motivated
- Previous communication and/or administrative experience and/or education
- Interest in music and, in particular, the GJF

### Responsibilities, Activities, Tasks

Primary responsibilities include coordination of Guelph Jazz Festival (GJF) media and promotional materials, update and maintain festival website, maintain and update social media, coordinate media and sponsor recognition and activation for festival venues. Tasks will include:

- helping to coordinate, oversee, and track the marketing and media plan for the GJF
- devise and implement the GJF's 2023 social media campaign; track engagement
- support the AGD in implementing the marketing plan and sponsor recognition for the festival
- track sponsor and media recognition and advertisements in all festival promotional material
- maintain notes and a full database pertaining to all sponsors contacts
- follow up appropriately on all communications with advertisers and sponsors
- meet with and maintain communication with the Graphic Designer (GD) acting as liaison in the design of collateral materials
- mock-up the festival brochure contents to help the GD

- assist with management of web content and update festival website
- assist with the collection and organization of information required for the brochure, poster, and website
- manage the content and deployment of newsletters
- design digital and print ads as needed
- attend staff meetings as needed
- be familiar with the festival and be able to speak about it knowledgably
- act as media representative, interacting with journalists to secure interviews, previews, and reviews
- assist with all media releases
- meet all print deadlines (poster[s] and brochure)
- ensure distribution of festival brochures and posters to sponsors and appropriate venues
- collect all GJF ads and media mentions
- design banners and signage for venues as needed
- other related tasks as assigned

### **Work Conditions**

The Marketing Assistant will work in the GJF office using a personal laptop or a festival computer, if necessary, or from a home office (to be discussed; capacity to be on site at the GJF office is important in this position). Scheduled hours of work will be flexible over the period between June and the end of the August. The PA will make frequent reports to the AGD and periodically attend staff meetings.

### **Additional Information:**

The Guelph Jazz Festival is an equal opportunity employer, and encourages applications from women; those who are Black, Indigenous, and people of colour; people with disabilities; and people of diverse sexual orientations, gender identities, and gender expressions. Staff will be expected to adhere to the Festival's Anti-Harassment and Anti-Discrimination policy.

### **How to Apply:**

Please email cover letter and resume (in Word or PDF format) to [info@guelphjazzfestival.com](mailto:info@guelphjazzfestival.com), with **Marketing Assistant Application** in the subject line. We thank all applicants for their interest; however, only those selected for an interview will be contacted. Applications must be received by 26 May, 2023.

### **Contact person:**

Scott Thomson  
 Artistic and General Director  
[info@guelphjazzfestival.com](mailto:info@guelphjazzfestival.com)

### **Organisation Description:**

The Guelph Jazz Festival is an annual autumn event that presents world-class live creative improvised music. Now in its 30th Anniversary year, the festival presents music to inspire listeners and to invite them to hear the world anew. Based in the vibrant community of Guelph, Ontario, the festival is one of the most provocatively enjoyable musical experiences anywhere. We strive to make unconventional music widely accessible to a broad audience through ticketed concerts, educational initiatives, and free programming.