



Antigonish Highland Society || JOB DESCRIPTION || Marketing Coordinator

Position Summary:

The Marketing Coordinator for the Antigonish Highland Games is an integral player in developing and implementing the marketing goals of the Games and promotion within the community. The Marketing Coordinator will work closely with the Executive Director, Games Marketing Chair (GMC) and Festival Coordinator to meet the Games objectives and promote a positive image of the Highland Games for our community.

**PLEASE NOTE THAT THIS POSITION IS SUBJECT TO FUNDING APPROVAL*

Employment Requirements:

- Demonstrated high-proficiency using Adobe Creative Suite: Photoshop, Illustrator, InDesign, DreamWeaver and WordPress;
- Experience with tracking ad sales, ads and communications;
- Excellent verbal and written communication skills;
- Manage all aspects of the souvenir booklet. This includes being responsible for the research of content, the organization of content and the selling of ad space;
- Work with local print and broadcast media to gain event awareness;
- Coordinate with GMC graphic design of all visual elements for Highland Games including promotional materials, flyers, ads, posters, official program, rack cards, badges, etc.;
- Responsible for all web site updates;
- Responsible for coordinating and preparing with Games Marketing Chair all Marketing reports for grants;
- Ability to create and manage direct mail campaigns (MailChimp);
- Evaluate success of Games events and activities as determined by appropriate measures, such as attendance, revenues generated, positive publicity, etc.;
- Increase visibility of Games, services, and activities by informing all media contacts and target audiences of scheduled events and programming using print and electronic media;
- Prepare and distribute press releases, flyers, e-mail blasts, and other platforms regarding events, outcomes, and programming;
- Participate in the development and coordinate implementation of all marketing and public relations activities to increase the visibility of Games, programming, and activities;
- Edit and proof all communications, advise on content;
- Create quarterly newsletter content and distribute to donors via bulk mail;
- Assist with Media partnerships (i.e. banner trades, ad space, media coverage) and ad buy strategy;
- Coordinate with all Sponsors banner inventory, banner pick up/drop off pre-event & post-event;
- Develop and create Marketing report for Sponsors and other interested parties;
- Develop knowledge of best practices to market Games, programming, and activities within the community;



Employment Requirements cont'd...

- Maintain Media partnerships information and tracking, including media one-sheets and promotional value grids as provided by GMC;
- Maintain close, daily contact with ED, GMC and Festival Coordinator to exchange information, seek and give assistance, consultation, and direction;
- Maintain contact with community stakeholders and local businesses, schools, parents, and local residents to seek support and ad sales for Program Guide and provide information regarding Games activities and needs;
- Build Social Media team plan for all avenues, not exclusive to Facebook, twitter, instagram, snapchat, etc.;
- Recruit, schedule and oversee on-site Social Media team throughout Games Week and Weekend, reporting as required

Additional Responsibilities:

- Participate in Games Committee Chair meetings as needed;
- Maintain open communication and a positive relationship with other staff, board members, and contributors

Physical Requirements /Work Environment:

- Extended walking and standing at events and pre-event inspection visits
- Occasional lifting, up to 50 pounds
- Moderate sitting at computer and using the phone
- Perform work at offices and events, both indoors and outdoors
- Valid drivers license with preference given to those with a vehicle

Dates:

25-April to 29-July, 2016 *Start date is flexible up until 2nd week of May

Salary:

\$13.00 per hour, 35-hour work week

- Exception is weekend of event where additional hours will be required with time off in lieu of at end of contract date
- NO relocation costs provided for summer student position