

EXTERNAL JOB POSTING



MARKETING ASSISTANT

Part-time contract

(up to 14 hours per week March- June

30 hours per week June- August)

Reporting to the Marketing + Communications Manager

Peterborough Musicfest (PMF) is a non-profit, charitable organization that has offered free-admission concerts on Wednesday and Saturday evenings every summer since 1987. Our stage has seen the likes of Dallas Green from City and Colour, Metric, Terri Clarke, k-os, Walk Off the Earth, Tegan & Sara, Little River Band, Carly Rae Jepsen, Our Lady Peace, Tom Cochrane, Kiefer Sutherland, Sam Roberts Band and many more. Peterborough Musicfest is one of the largest free-admission festivals of its kind in Canada and has an outsized impact on the local economy, generating upwards of \$4.3M in economic activity. We're proud of what we have built, and we invite qualified candidates to bring their talent and passion to our team.

****This position is funded through Canada Summer Jobs (CSJ). To be eligible, applicants must meet all Canada Summer Jobs eligibility requirements.**

THE POSITION

The Marketing Assistant works alongside, and reports to our Marketing and Communications Manager to manage all sponsor benefits. This work will include artist promotion, as well as tracking multiple media portfolios. The incumbent will ensure our sponsors are kept up to date on all their VIP package benefits.

Hours and schedule will vary greatly throughout the year – Evening and weekend work will be strongly prevalent during the summer months. Must be available on Canada Day, every Wednesday & Saturday throughout July/August.

DUTIES & RESPONSIBILITIES

- Assist with social media promotions, and website updates (this may include the creation of original content using Adobe Creative Suite, Canva, a cellphone, or the festival's DSLR camera).
- Tact and diplomacy while liaising with our valued sponsors.
- Assist with digital file and asset management.
- Tracking of merchandise, signage, and other marketing materials in Excel.
- Assist Team with Info Booth kiosk set-up.
- Assist Team at the park pre-concert and post-concert.
- Assist in merchandise revenue counts when required.
- Assist in pick up/delivery of supplies/food/equipment.
- Complete a post-event written report.
- Maintain and help to grow our sponsorship and visitor base within the immediate area and surrounding regions (Durham, Kingston, Northumberland and GTA).
- Administrative tasks including database management, Asana updating, managing information, answering the telephone, responding to general inquiries via email and managing information in Excel.

QUALIFICATIONS

- Must be available to work from the PMF office throughout the week during June - August.
- Two to three years' experience in a marketing role.

- Demonstrated creativity and lateral thinking.
- Demonstrated ability to manage multiple tasks, meet deadlines, and work within a task-oriented schedule.
- Able to thrive in a fast-paced environment while maintaining a sense of humour and positive attitude.
- Possess the flexibility to adapt to changing priorities and respond to shifting needs.
- Effective communication, interpersonal and organizational skills.
- Ability to show diplomacy and professionalism under pressure.
- Ability to work independently as well as part of a team.
- Detail-oriented and demonstrated attention to accuracy.
- Flexibility in scheduling and work hours; responsive to unpredictable workflow.
- Possess intermediate skill using Adobe Creative Suite (InDesign, Photoshop, Premiere Pro), Canva, as well as DSLR camera skills with a willingness to jump in and learn as necessary.
- Must have website editing skills (Wordpress/ Bricks).
- Familiar with Social Media tools including Later and Meta.
- Fluency in Windows & Mac operating systems & applications including Microsoft Office, Google Workspace.
- Valid driver's license and clean driving record required.
- Must be able to successfully complete criminal background check.

This job is for you if...

- **Non-Negotiable:** You meet **Canada Summer Jobs** eligibility requirements.
- **Creativity:** You thrive in designing graphics for presentations, reports, and social media.
- **Organization:** You excel at multitasking, prioritization, and effective communication.
- **Problem-Solving:** You think outside the box and consider all details before making decisions.
- **Learning:** You enjoy collaborative feedback and knowledge-sharing in a team setting.
- **Community:** You are passionate about giving back and making a positive impact.
- **Culture:** You thrive in a collaborative, "all hands-on deck" team environment.

Note: If the successful applicant shines, they may be asked back to support PMF during our off-season.

HOW TO APPLY:

Please send a cover letter and resumé by email
 Attention: Raff Melito, Marketing & Communications Manager
 Subject: Marketing Assistant Role
 Email: raff@ptbomusicfest.ca
 Website: www.ptbomusicfest.ca

Compensation:

Start date: March 17th, 2025
 30 hours per week for July & August
 Up 14 hours per week in March- June
 \$19.20 /hr

Application Deadline: Friday February 28, 2025

Applications will be screened and interviewed as received.
 Thank you to all applicants. Only those selected for an interview will be contacted.

Peterborough Musicfest is an equal opportunity employer and is firmly committed to complying with all federal, provincial, and local equal employment opportunity guidelines. Ptbo Musicfest strictly prohibits discrimination against any employee or applicant for employment because of the individual's race, creed, color, sex, religion, national origin, age, gender identity or expression, sexual orientation, height and weight, disability, marital status, partnership status and any other characteristic protected by law.