

**Name**

Richele Philippot

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**Phone**

(204) 982-6214

**Company Name**

Folklorama

**Company Address**

2nd Floor, 183 Kennedy Street

Winnipeg, MB R3C 1S6

Canada

[Map It](#)

**Job Title**

Coordinator, Marketing, Communications, and Engagement (15-month contract)

**Job Order File**

- [Coordinator-Marketing-Communications-and-Engagement-Posting-15-Month-Contract.pdf](#)

**Job Description****Position Summary**

Reporting to the Director, Marketing, Communications & Engagement, the Coordinator, Marketing, Communications, and Engagement is responsible for executing communication, marketing, and social media strategies for all Folklorama programs including but not limited to the Folklorama Festival, Ethno-Cultural Arts programs, Giving Tuesday, Cultural Conversations, Word Wednesday as well as the Folklorama Cultural Preservation Fund.

**Major Accountabilities**

- Project manage and execute all logistics towards the production of the annual Folklorama Festival Travel Guide
- Implement and assist in the development of content for Folklorama's active social media accounts and digital communication
- Reporting and analysis of digital marketing metrics
- Project manage traditional and non-traditional advertising initiatives
- Website management and programming
- Write engaging content for monthly newsletters (10 a year), e-blasts, annual report, member communications, social media, website, and promotional and marketing materials
- Manage and promote member-based event listings for various communication channels
- Design and format the Annual Report

Required qualifications include the following skills and abilities:

- Post-secondary Degree or Diploma in marketing, sales, communications or equivalent
- Minimum 2-3 years' experience in marketing and/or communications
- Proficient in Adobe Photoshop, InDesign, Illustrator, Premiere Pro and Microsoft Office programs
- Experienced in all the social media platforms including but not limited to Facebook, Twitter, Instagram, Tik Tok, and YouTube
- WordPress content system management experience an asset
- Exceptional communication skills, both verbal and written
- Community and culturally minded, results-driven individual
- Superior organizational skills; detail oriented; focused with a high level of initiative and energy
- Ability to produce high-quality work on a deadline and comfortable managing multiple projects and priorities
- Demonstrated ability to think creatively and analytically
- Demonstrated ability to work effectively both independently and in a team environment

Due to the needs of the position during the Folklorama Festival, candidates are required to have a valid Manitoba Class 5 driver's license. Evening and weekend work will be required from time to time, in the weeks prior to and during the Folklorama Festival. The successful candidate will be subject to a Criminal Record Check, and Child and Adult Abuse Registry checks.

Why Folklorama?

Folklorama is member-based organization whose programming includes the Folklorama Festival - the largest and longest-running multicultural festival of its kind in the world. Developing out of the success of the festival, year-round programs are also offered: Folklorama at Home, at Work, at School, and at Play. All of the programs bring to life the not-for-profit organization's mission of celebrating diversity and promoting cultural understanding.

- Competitive salary and comprehensive group health care package
- Hybrid work environment during certain periods of the year
- Employee Wellness Days
- Fun and creative office environment
- Ongoing training, development and mentoring

If you are interested in joining the Folklorama family for this contract and have the experience, education, qualities and passion to work for one of Winnipeg's premier arts and cultural organizations, please forward a cover letter stating salary expectations, a resume/CV and three references by Friday, May 13, 2022 by noon to:

Attention:

Tanya Williams

Director, Marketing, Communications & Engagement

[postings@folklorama.ca](mailto:postings@folklorama.ca)

We thank everyone for their interest. Please be advised that only those candidates selected for an interview will be contacted.