

Summer Marketing Assistant

16-week term position running May 1 – August 21, 2024 (start date can be flexible)

Full-time: 35 hours per week | Wage: \$18.00 per hour

Saskatoon Folkfest seeks to employ a current or recently graduated student who is passionate about supporting and promoting multiculturalism and diversity.

The Marketing Assistant (MA) position will assist the Executive Director (ED) with the development and execution of the 2024 marketing and promotions strategy for the festival and related activities, as well as designing and developing social media and website content to maintain an active online presence.

Key position responsibilities:

- Become familiar with pertinent history, mandate, and the current theme of Folkfest to conduct an effective analysis, and provide input and feedback;
- Develop and produce digital content (social media, website, etc.) to align with media promotion and marketing initiatives;
- Organize and analyze data including surveys and comments, and on-site observation of activities and programs;
- Maintain accurate statistical records and interpret digital analytics;
- Foster and maintain an active online presence through regular updates;
- Assist with public relations, media advertising, and other marketing and promotional activities;
- Communicate effectively and regularly with the Executive Director (ED) and staff colleagues, ensuring an accurate flow of information;
- Foster a welcoming and inclusive atmosphere contributing to a culturally aware staff;
- Collaboratively coordinate, edit and request specific digital content from Folkfest Members;
- Effectively handle in-person, phone, and email correspondence by responding to requests and questions promptly and ensuring that any needed follow-up or information is provided.

Additionally, the SMA will be involved in a wide range of administrative and operational tasks. This may include: supporting event plan logistics, publicity, scheduling of speakers, and performances; and volunteer management.

This position requires an individual with, or the willingness to work towards the following skill set:

- Knowledge of marketing principles and research techniques;
- Good research and analytical skills;
- Understanding of and interest in multiculturalism, diversity, and the cultural sector;
- Excellent written and verbal communication skills;

- Culturally sensitive and comfortable working with diverse groups;
- Strong interpersonal and networking skills;
- Organizational and administrative skills;
- Effectively adapt to change; show initiative and the ability to solve problems, and to set and meet deadlines;
- Ability to work effectively both independently and as part of a team;
- A commitment to effective in-person, phone, and email communication;
- Ability to utilize the knowledge and skill set of colleagues and to seek guidance when needed;
- Strong computer skills, including familiarity with Microsoft Office and Google Suite;
- Experience with Adobe Creative Cloud and WordPress experience is an asset.

This position also requires schedule flexibility, as it will include occasional weekend and evening shifts. The ideal candidate will have a valid driver's license with an acceptable driving abstract, access to a reliable vehicle, and the ability to handle light to moderate lifting. This position may include both remote and onsite office work.

**This position is dependent on funding from the Canada Summer Jobs program.
Candidates must meet the program's eligibility criteria:**

- Be between 15 and 30 years of age at the start of the employment;
- Be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred (International students are not eligible); and
- Have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with provincial legislation and regulations.

Please submit your application package by email, including a resume, cover letter, and three references.

The deadline for applications is Monday, April 22 at 4 pm. Applications can be sent to the attention of Terresa Strohan, Executive Director via email at saskatoonfolkfest@gmail.com.

Candidates are encouraged to apply early as the position may be filled prior to the application deadline.



For more than 40 years, Saskatoon Folkfest has created an environment that fosters immense pride in celebrating diverse cultural traditions and coming together in harmony. This reflects the best of equity, diversity, and inclusion in our community. Folkfest 2024 - Decades of Dedication will take place August 15, 16, & 17.

Through its annual three-day multicultural celebration, Saskatoon Folkfest strengthens community ties. The festival is synonymous with a dynamic cultural experience. Patrons interact with local cultural performers, traditions, language, demonstrations, and heritage dress. With a combined history of over fifty pavilions, one hundred thousand volunteers, and one million passports, Folkfest is proud to have been part of the community for decades.