

# Summer Student Opportunity

## MARKETING COORDINATOR

**SASKATCHEWAN JAZZ FESTIVAL INC.** (SASKATOON, SK)

**Contract Dates:** May 1 - July 17, 2024

**Location: Saskatoon, Sask.**, Located on Treaty 6 territory, which includes the Nêhiyawak (Cree) as original signatories and is the traditional homeland of the Métis Nation. We also acknowledge the contributions of the Dakota and Round Prairie Métis peoples in establishing our city of Saskatoon and we extend our appreciation for the opportunity to live, work, and create on this beautiful territory

### The position

Saskatchewan Jazz Festival Inc. (SJF) is seeking to fill a summer student position in the role of Marketing Coordinator. Reporting to the Marketing & Communications Coordinator, The Marketing Coordinator will assist in the planning and operations of the 2024 SaskTel Saskatchewan Jazz Festival with a focus on the marketing and promotion of the event. The successful candidate will gain hands-on experience in major event marketing and sponsorship fulfillment while coordinating with various stakeholders to deliver a high-quality entertainment experience.

### The organization:

SJF presents Saskatchewan's premier music event, the SaskTel Saskatchewan Jazz Festival. This international jazz festival fosters, promotes, and presents an artistically significant festival of jazz and related music annually. The festival provides opportunities to showcase Saskatchewan musicians and educational experiences for the people of Saskatchewan.

The first festival took place in Saskatoon during the summer of 1987. Today it has become the second largest festival of its kind in Western Canada and each summer the SSJF plays host to hundreds of world class artists in Saskatoon. Thousands of music fans attend to devour the sounds of jazz, blues, funk, pop, and world music, with a program that spans as many genres as it does continents.

### The candidate:

SJF is looking for an individual who can help streamline festival operations in a manner that ensures inclusivity, prioritizes efficiency and high-quality performances, and fosters community ownership and impact. The successful candidate will:

- Assist in the creation of social media content and graphic design as indicated by the festival marketing plan and content calendar.
- Liaise with Artists and their Marketing Representatives to facilitate Artist specific marketing and participation.
- Liaise with festival media partners and assist in the creation of traditional advertisements as indicated by the festival marketing plan
- Arrange interviews with media partners and the festival's Executive Director with all confirmed interviews tracked in the ED's calendar
- Assist in the fulfillment of sponsorship contracts, ensuring that all sponsors & funders receive benefits as indicated in their contracts.
- Track marketing analytics, statistics, and results
- Correlate box office sales and marketing statistics

- Collect content throughout the festival including (but not limited to) Artist performances, vendors, patrons, volunteers, sponsors, funders, and community leaders.
- Assist in the creation and scheduling of mainstage slides, advertisements, and voice overs.
- Assist in the creation of printed materials including signage, posters, and program guides.

The SJF is a not-for-profit and the Marketing Coordinator must work successfully with a wide variety of people and organizations in various capacities.

The Marketing Coordinator is expected to achieve their required outcomes while keeping the best interests of the festival, festival staff, volunteers, board, partners, and the community at the core of their decision making.

The Saskatchewan Jazz Festival Inc. prioritizes respect as a key tenant of our staff culture and strives to create a work environment in which all employees are respected, encouraged, and valued for their individual contributions.

### **Qualifications**

- High school diploma or equivalent.
- Current post-secondary students in marketing and administrative disciplines may be well suited to this position.
- Interest in the live events industry and non-profit organizations are assets.

### **Compensation**

- \$14.00/hr

### **Position Requirements**

- Must be bondable and obtain a criminal record check prior to commencing work.
- Basic understanding of social media platforms including Facebook, X (formerly Twitter), Instagram, Youtube, and Tik Tok is essential
- Employees of the Saskatchewan Jazz Festival Inc. may not perform as an artist, technician, manager, or agent during the SaskTel Saskatchewan Jazz Festival or any additional programming presented by the SJF. With approval of the Executive Director, employees may participate in these activities at other festivals or venues, provided their participation does not conflict with the required outcomes of their employment.

### **TO APPLY**

Email your resume and cover letter to the Executive Director at [shannon@saskjazz.com](mailto:shannon@saskjazz.com)

For more information, please visit our website at [www.saskjazz.com](http://www.saskjazz.com) or contact us by email at [shannon@saskjazz.com](mailto:shannon@saskjazz.com)

**Apply early**, interviews will begin in April. We thank all who apply for the position which will close March 30, 2024

We welcome applications from all qualified individuals and encourage applications from members of racialized groups/visible minorities, women, Indigenous persons, persons with disabilities, persons of any sexual orientation, and persons of any gender identity or gender expression. Accommodations are available for applicants with disabilities.