



MARKETING & COMMUNICATIONS COORDINATOR

The Toronto International Festival of Authors (TIFA) at Harbourfront Centre is Canada's longest-running literary festival, a charitable, non-for-profit cultural organization. Since 1974, TIFA has presented over 9,500 of the finest Canadian and international writers, artists and thinkers, offering audiences access and empowerment to meet, hear and learn from the best storytellers of our time. Alongside the flagship 11-day Festival, TIFA delivers literary activities and mini-festivals throughout the year, and partners with others including Toronto Lit Up, Book Summit, Forest of Reading Festival and The Word OnThe Street. Our creative programmes continue to adapt to changing times, capturing innovative and enlightening conversations on stage and online. Visit FestivalofAuthors.ca to learn more about us.

We are currently looking to bring on board a dynamic **Marketing & Communications Coordinator** who is eager to contribute and execute our marketing strategies to help grow our audiences and revenue.

Position Title: Marketing & Communications Coordinator

Reporting to: Head of Marketing

Employment Type: Full Time – Permanent

ROLE SUMMARY

Reporting to TIFA's Head of Marketing and working alongside the Content & Community Coordinator, the Marketing & Communications Coordinator will assist with the planning, execution, and reporting of all year-round marketing initiatives to help TIFA grow audiences, elevate its profile and generate revenue.

DUTIES

Marketing

- Assist with the development of marketing strategy by providing research, collected data, and insight.
- Coordinate the execution and tracking of marketing campaigns, multi-channel promotions, and other initiatives.
- Work cross-functionally with other teams to activate marketing systems related to the delivery of events, including ticketing systems, campaign tracking mechanisms, event logistics and stakeholder communications.
- Coordinate the deployment of marketing and fundraising materials across multiple distribution channels (including print, digital, and out-of-home).
- Assist with the development of TIFA's email marketing strategy, organize email campaign calendars and deploy communications.
- Coordinate advertising campaigns (traditional and digital).
- Conduct competitive research to help identify new audiences, partners and promotional opportunities.
- Coordinate, distribute, collect and analyse audience surveys.

- Cultivate relationships with strategic partners and stakeholders, and deliver mutually-beneficial results.
- Manage department contact lists and oversee database functionality.

- Communications**
- Coordinate the production of creative assets (print, digital and out-of-home) from collecting raw materials to writing and editing copy, liaising with graphic designers and managing approvals.
 - Buy media and traffic ads to outlets.
 - Proofread and draft copy for campaigns, letters and other materials.
 - Ensure adherence to established organizational brand guidelines and positioning across the organization and by third parties.
 - Assist with the coordination of press releases and media interviews, monitor media coverage and archive press clippings.
 - Liaise with organizational stakeholders (including government bodies, programme partners and author participants) in a professional manner.

- Reporting**
- Implement systems for campaign measurement and capture/monitor results for evaluation and reporting.
 - Provide monthly and campaign-specific marketing reports as needed.

- Administration**
- Monitor and update project tracking documents and oversee the completion of tasks effectively and on time.
 - Prepare and execute event booking contracts for the box office.
 - Update database systems when necessary and run queries and reports.
 - Assist with training and supervision of volunteers and seasonal interns.
 - Assist with department presentations and meeting preparations.
 - Assist with event logistics outside of regular office hours.
 - Other support activities as required.

SKILLS & REQUIREMENTS

- Essential Criteria**
- Two (2) years experience working in a marketing or communications role, or similar function.
 - Post-secondary education in marketing, communications, or arts administration.
 - Proven experience executing and reporting on marketing campaigns, demonstrating an understanding of current trends, tools, best practices and measurement techniques.
 - Strong project coordination experience, including preparation and oversight of timelines, ensuring projects are completed on time, budget and on spec.
 - Experience working with:
 - Email automation systems (ie, Wordfly or MailChimp)
 - Customer relationship management and/or ticketing software

- (ie, Tessitura, Raisers Edge or Salesforce)
- Google Analytics, Google Adwords, Google UTM manager
- Campaign tracking and coding practices
- Proficiency in Microsoft Office Suite.
- Given the nature of our industry, the incumbent must possess strong writing, editing and proofreading skills.
- Thrives in a fast-moving, collaborative environment.
- Highly organized, detail-oriented, multitasker.
- Confident, personable and persuasive communicator.
- A creative, numbers-driven individual self-motivated to “push the needle”.
- Must be legally eligible to work in Canada. International applicants must have a valid employment Visa authorizing their ability to work in Canada.

**Desirable
Criteria**

- Demonstrated interest in the literary arts / publishing industry.
- Experience working or volunteering in a not-for-profit, or arts/live entertainment environment.
- Understanding of CASL, AODA and plain language guidelines.
- Familiarity with design principles and production processes.
- Working knowledge of:
 - Front-end website development (Wordpress), HTML
 - Social media platforms for business (Facebook, Twitter, Instagram)

**Working
Conditions**

The incumbent will be expected to work evenings and weekends during the 11-day Festival every fall and during occasional year-round events. TIFA’s physical office is located at Harbourfront Centre (235 Queens Quay West, Toronto ON). Staff are currently working remotely, per the guidelines of Toronto Public Health, to deliver all events and programmes digitally, until it is deemed safe and feasible to return to in-person gatherings.

HOW TO APPLY

Acceptable applications must include:

1. A cover letter outlining the qualifications and experience you would bring to the position and salary expectations;
2. A resume.

Qualified applicants are encouraged to apply by contacting jobs@harbourfrontcentre.com by **no later than Wednesday, February 3, 2021 at 5pm (ET)**. Please quote **Marketing & Communications Coordinator (TIFA)** in the subject line of your application. We thank all applicants, however, only those being considered for an interview will be contacted. Interviews will take place via video conference.

TIFA and Harbourfront Centre are equal opportunity employers, committed to diversity and inclusiveness in our teams, creative communities, programmes and services. We invite qualified applicants from all backgrounds to apply. Suitable accommodations will be available upon request during the hiring process.