



Marketing & Communications Assistant (Contract)

Organization: Toronto International Festival of Authors (TIFA)

Reporting to: Head of Marketing

Employment Type: Temporary, part-time contract (15-20 hr/week, Mondays to Fridays)

Compensation: \$15/hour

Work term: August 3 to November 5, 2021

ABOUT US

The Toronto International Festival of Authors (TIFA) inspires and empowers book lovers with a breadth of bold, ambitious and accessible literary experiences. As Canada's largest literary festival, the charitable organization provides engaging opportunities to meet, hear and learn from the world's best contemporary writers and thinkers, and to celebrate the power of stories. Since 1974, TIFA has presented over 9,500 authors, including 22 Nobel Laureates, who represent diverse perspectives and a range of literary genres for all ages. TIFA's creative programmes continue to adapt to changing times, capturing the most innovative and enlightening forms of storytelling, on stage and online. Alongside the flagship Festival, TIFA delivers a year-round programme of events and activities that reflect Toronto to its residents, its literature to the nation, and its creative ambition to the world. TIFA will celebrate the 42nd edition of the Festival October 21–31, 2021.

ROLE SUMMARY

To provide general assistance to the TIFA marketing and communications team during the launch and delivery of the 42nd Festival edition. The Assistant's focus will be supporting all marketing strategies and tactics (digital and traditional) designed to increase TIFA's audience and strengthen its relationship with members and the publishing community.

DUTIES & RESPONSIBILITIES

- Supporting online content production to generate user views and clicks, including podcasts, social media, SEO, blogs and the TIFA website;
- Accurately and thoroughly update constituent lists and distribution lists;
- Provide professional support to TIFA service providers and coordinate deliverables on spec and on time;
- Perform website updates and flawlessly upload new content;
- Assist in the coordination and evaluation of email marketing tactics;
- Help identify new digital audiences and new opportunities for value-adds;
- Implement proper ROI tracking for each initiative to capture and analyze campaign metrics and assess methodologies for future improvement;
- Gather and archive promotional assets;
- Leverage cross-functional teams and contribute creatively to team brainstorm sessions;
- Assist with live event logistics;
- Support other marketing initiatives as required.

QUALIFICATIONS

This position is generously supported by [Canada Summer Jobs](#), which requires the candidate to:

- Be no more than 30 years of age at the start of employment;
- Be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment; and
- Have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.

Education:

- Completed courses, certifications or internship experience in the areas of marketing, advertising, journalism, media, communications, arts administration or publishing.

Essential Skills:

- Superb written al communication skills, with a strong command of English grammar and persuasive storytelling technique;
- General understanding of marketing and communications strategies and campaign techniques;
- Superior organization skills for detailed, timely and accurate project coordination;
- Demonstrated interest in arts and literature;
- Proficiency in Microsoft Office Suite.

Highly Desirable Skills:

- Working knowledge of digital marketing platforms for business, including:
 - Content management systems
 - Front-end website development (Wordpress), HTML
- Experience working or volunteering in a not-for-profit environment;
- Creative and resourceful thinking skills;

Interpersonal Skills:

- Thrives in a fast-moving, collaborative environment;
- Self-motivated, independent worker, takes initiative;
- Able to synthesize and communicate complex ideas.

The successful candidate will join TIFA's remote work force, per the guidelines of Toronto Public Health, and therefore must have access to a working computer with video conference ability.

HOW TO APPLY

Please email info@festivalofauthors.ca by June 25 with:

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

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.