



## Administrative Assistant, Marketing (Contract)

### JOB DESCRIPTION

**Position Title:** Administrative Assistant, Marketing

**Organization:** Toronto International Festival of Authors (TIFA)

**Reporting to:** Head of Marketing

**Type of Employment:** Temporary, full-time contract (35 hours/week, Mondays to Fridays)

**Dates:** July 5 – October 11, 2022 (8 weeks through Canada Summer Jobs with a 6-week extension)

**Compensation:** \$16 per hour, 35hrs/week

### 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 thousands of 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 launch its inaugural crime and mystery festival June 3–5, 2022; and celebrate the 43<sup>rd</sup> edition of the Festival September 22 to October 22, 2022.

### ROLE SUMMARY

To provide general assistance to the TIFA marketing and communications team, particularly in the areas of advertising (digital and traditional), email campaigns and branded communications. The Administrative Assistant, Marketing will support strategies and tactics designed to increase audience numbers and ticket revenue from TIFA's annual festivals and other programming (digital and in-person).

### DUTIES & RESPONSIBILITIES

- Accurately and thoroughly update department lists and files and track the status of action items;
- Provide professional support to TIFA partners and service providers and coordinate their deliverables on spec and on time;
- Assist in the coordination and evaluation of email marketing tactics;

- Assist with the coordination and delivery of printed promotional materials;
- Assist with the development and deployment of audience surveys;
- Assist in the coordination and tracking of cross-promotional exchanges with industry partners;
- Provide copywriting and proof-reading support;
- Help identify new audiences and 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, including colleagues and volunteers, and contribute creatively to team brainstorm sessions;
- Assist with live event logistics during the 43<sup>rd</sup> Festival edition September 22 to October 2;
- 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, business administration, communications, arts administration or publishing.

### Essential Skills:

- Superb written and 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, such as Wordfly, Mail Chimp or Sprout Social
  - Front-end website development (Wordpress), basic 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.

HOW TO APPLY

Please email [info@festivalofauthors.ca](mailto:info@festivalofauthors.ca) by **June 17 at 5pm ET** 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.