



Stewart Park Festival is looking for a Volunteer to lead marketing and communications:

We are seeking a dynamic and creative **Music Festival Marketer** to drive the promotion and awareness of our music festival. The ideal candidate will be responsible for creating and executing a comprehensive marketing and communication strategy. This role requires expertise in managing social media platforms, crafting marketing campaigns, and purchasing advertising across multiple media formats.

Key Responsibilities:

- **Marketing and Communication Strategy:**
 - Develop and implement a comprehensive marketing and communication plan tailored to target audiences.
 - Identify key promotional opportunities and align marketing activities to maximize ticket sales and attendance.
- **Social Media Management:**
 - Plan, create, and manage engaging content for all social media platforms, including Instagram, Facebook, Twitter (X), TikTok, and YouTube.
 - Monitor social media trends and leverage them to increase engagement and visibility.
 - Collaborate with artists, influencers, and partners to amplify the festival's presence.
- **Advertising and Media Buying:**
 - Plan and execute media buys for print, radio, television, and digital advertising.
 - Negotiate contracts and manage relationships with advertising vendors and media outlets.
 - Track and analyze the performance of advertising campaigns to optimize results and budget efficiency.
- **Content Development and Creative Assets:**
 - Work with designers, videographers, and photographers to produce high-quality promotional materials, including posters, flyers, video ads, and social media graphics.

- Ensure all content aligns with the festival's branding and messaging.
- **Event Promotion and Partnerships:**
 - Build partnerships with sponsors, local businesses, and community organizations to broaden the festival's reach.
 - Manage email marketing campaigns and develop content for newsletters and direct mail promotions.
- **Performance Analysis:**
 - Measure the effectiveness of marketing campaigns through analytics and feedback, preparing post-event reports with insights and recommendations for future improvements.
 - Use data-driven approaches to adjust strategies and improve audience targeting.

Qualifications:

- 3+ years of experience in event marketing, preferably in the music or entertainment industry.
- Proficiency in social media platforms and management tools (e.g., Hootsuite, Sprout Social).
- Familiarity with media buying processes across print, live, and digital platforms.
- Excellent verbal and written communication skills.
- Ability to manage multiple projects simultaneously and meet tight deadlines.
- Knowledge of music festival culture and a passion for live events.

Preferred Skills:

- Graphic design and video editing experience is a plus.
- Familiarity with analytics tools such as Google Analytics and social media insights.
- Connections within the music industry or local community networks.

This is your chance to play a vital role in crafting an unforgettable festival experience. If you thrive in a vibrant, high-energy environment and are excited about making a mark in the music festival scene, we'd love to hear from you!

How To Apply:

Please email Nancy Wing at bia@perth.ca

