

Director – Marketing, Communications & Engagement

General Accountability

The Director, Marketing, Communications and Engagement reports to the Executive Director and is a key member of the Leadership Team, contributing to the success of all Folklorama business divisions and program areas including Ethno-Cultural Arts, Group Tour Programs, Cultural Preservation Fund and the annual flagship Folklorama Festival.

This role is responsible for the overall creation, management and execution of Folklorama marketing, communication and engagement strategies, including but not limited to creative development, media buying; public and media relations and digital strategy across multiple platforms while ensuring brand integrity is maintained. This role supports key revenue goals by leading advertising sales, pre-Festival ticket and group tour sale drives, promotion of Ethno-Cultural Arts opportunities and fundraising for the [Folklorama Cultural Preservation Fund](#).

The position oversees the Coordinator, Marketing & Communications, newly created role of Coordinator, Digital Content & Engagement, as well as seasonal content creators, and official Folklorama photographer.

Key attributes to being successful in this role include a forward-thinking, adaptable individual with strong leadership skills, a demonstrated ability to mentor and develop a team, demonstrated success at developing and operationalizing strategy, a natural tendency to identify opportunities to be hands-on and cohesion with colleagues in a tight-knit team environment. You are committed to supporting Folklorama's journey through reconciliation, commitment to diversity, equity, accessibility and inclusion and ensuring that all content and messaging are in line with our values.

Key Responsibilities

1. Marketing and Branding:

- Develop and execute marketing strategies and budgets for all of Folklorama's business divisions to enhance Folklorama's brand strength and awareness.
- Manage current and Create and maintain a consistent brand image across all communication channels.
- Oversee all digital content strategies, digital ad campaigns across multiple platforms and monitoring and reporting performance analytics.
- Ensure the development and oversight of content creation for multiple platforms including website, social media, constant contact or other email marketing, monthly e-newsletter and digital ads.
- Implement all media buying (digital, online, radio, television and print) per the media partnership agreement and annual marketing plan and budget.
- Manage the relationship with Folklorama's Creative Agency.
- Monitor Meltwater and report as required.

2. Communications:

- Craft compelling narratives and messages that effectively communicate the organization's mission and impact, ensuring that communication materials are aligned with the organization's values and goals.
- Manage internal and external communications, including speaking notes, monthly e-newsletter, press releases, and production of annual report.

- Maintain and further develop superior partnerships and relations with media personalities, media outlets and local influencers towards increased opportunities for positive Folklorama messaging.
- Proactively solicit and execute opportunities for media interviews regarding key Folklorama programming activities, special events and news as appropriate.
- Respond in a timely fashion to all media requests for interviews or other promotional opportunities to maximize positive messaging for Folklorama and its programming.
- Ensure the Executive Director, President or other approved Folklorama spokespeople are suitably briefed for any speeches or interviews.
- Plan promotional opportunities for all Folklorama programs that benefit all stakeholders.
- Develop and execute the annual Folklorama Festival Media call.
- Ensure that the Folklorama website is dynamic and capable of achieving the communications and marketing objectives of the organization.
- Ensure the planning and execution of messaging for all social media platforms on Folklorama events, programming, promotional activities, and overall branding.
- Ensure the development, management and production of execution of the Festival Travel Guide.
- Ensure the development and oversight of content creation for multiple platforms including website, social media, constant contact or other email marketing, monthly e-newsletter and digital ads.
- Ensure the development and execution of the annual social media plan and management.

3. Engagement:

- Ensure the stories of Manitoba's diverse ethno-cultural community are captured through Folklorama's commitment to the [#CelebrateEverything](#) community initiative.
- Ensure the voices of Folklorama's members are amplified through community-driven storytelling and promotion of year-round ethno-cultural programs and events.
- Ensure Folklorama's Youth Council and Folklorama Ambassadors' work in the community-at-large is amplified and shared through meaningful content.
- Plan and execute awareness campaigns around Folklorama's Cultural Preservation Fund (Giving Tuesday, etc) to increase donations.
- In partnership with the Director, Festival Operations and Partnerships, and Executive Director, develop and maintain good relations with current sponsors, partners and potential new sponsor and partner relationship.

4. Team Leadership:

- Provide strategic oversight, support and mentorship to the Coordinator, Marketing and Communications, new role of Coordinator Digital Content and Engagement and any seasonal or contract staff members, fostering a collaborative and creative work environment.
- Set performance goals, provide regular feedback and conduct annual performance reviews and goal setting within the timelines prescribed by the Executive Director.
- In conjunction with the Manager, Finance and Administration, manage human resource functions related to the direct supervision of all direct reports.

5. Strategy and Planning:

- Work with the leadership team to develop long-term strategies for growth and sustainability.
- Participate in the development of the annual Folklorama operations plan and budget with respect to marketing, communications and development initiatives.
- Ensure that all strategies are innovative and capture the latest marketing and digital technologies.
- Monitor progress and adjust strategies as needed to ensure the department remains in budget and completes its goals and objectives.

6. Data and Analysis:

- Ongoing and regular monitoring through Meltwater.
- Utilize data analytics to assess the effectiveness of marketing and fundraising efforts.
- Make data-driven recommendations to improve strategies and outcomes.

7. Compliance and Reporting:

- Ensure compliance with all relevant laws and regulations, including but not limited to PIPEDA, fundraising ethics and use of image privacy laws.
- Prepare monthly operational reports and others as required.