



## **Director of Marketing, Communications and Engagement**

Folklorama is seeking a motivated leader with a passion for ethno-cultural arts, to join our team as the Director, Marketing, Communications and Engagement. Reporting to the Executive Director, the Director, Marketing, Communications and Engagement 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.

### **What sets you apart?**

You are a self-starter, creatively driven and highly organized, with a natural ability to embrace new technologies, methodologies and approaches. You bring with you strong project management skills and the ability to manage changing priorities with a positive attitude. Superior written and verbal communication skills are a must as well as the ability to speak in public and to media as required.

Key attributes to being successful in this role include a forward-thinking, adaptable demeanor with strong leadership skills, a demonstrated ability to mentor and develop a team, demonstrated success at developing and operationalizing strategy, a natural inclination 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. You are dedicated to the organization's mission and vision, incorporating them into every strategic decision.

A full job description is available here: <https://folklorama.ca/about-us/careers/>

## Education and Experience

Applicants should have a post-secondary education in a related field or a combination of education/experience and at least 5 years in a senior role, preferably in a not-for-profit environment. A demonstrated proficiency across social media platforms, Microsoft365, Wordpress or other website management, Canva and Constant Contact is required.

## Additional Requirements

Due to the needs of the position throughout the year and extensively during the Folklorama Festival, candidates are required to have a valid Manitoba Class 5 driver's license and access to a vehicle. Evening and weekend work will be required from time to time.

## How to Apply

If you are interested in joining the Folklorama team staff and have the experience, education, qualities and passion to work for one of Winnipeg's premier arts and cultural organizations, please forward a cover letter clearly outlining how your experience meets the requirements of this role as well as range expected for remuneration, your resume and three references by **Friday, November 15, 2024 at noon** to:

Teresa Cotroneo (she/her)  
Executive Director  
Folklorama  
c/o [Postings@folklorama.ca](mailto:Postings@folklorama.ca)

Those selected for an interview will be required to develop a plan for the marketing of a particular Folklorama project and may be asked to provide writing samples and a portfolio sampling of marketing projects.

*Folklorama is committed to equity, diversity, accessibility and inclusion in the workplace. We strive to have a team that reflects our mission and mandate, and encourage diverse abilities, cultures, identities, languages and perspectives. Folklorama encourages candidates to speak to this in their application. Applicants should identify if they require accommodation during the competition process on a confidential basis. Thank you to all applicants for your interest, however only those selected for an interview will be contacted.*