

Manager, Ethno-Cultural Arts

General Accountability

This new role will report to, and work collaboratively with, the Director, Ethno-Cultural Arts to support the development, coordination, and management of Folklorama Ethno-Cultural Arts (ECA) Programs and Special Events, with a focus on proactively seeking revenue growth opportunities and nurturing relationships. The Manager, Ethno-Cultural Arts works closely with the Coordinator, Ethno-Cultural Arts to ensure administrative functions and logistics are completed as required, providing exceptional customer service to Folklorama clients, artists, and members.

Primary Accountabilities

1. Revenue Growth & Sales

- Develop and implement a corporate sales strategy for the Ethno-Cultural Arts department to launch new offerings and expand the client base.
- Develop sales leads in target markets as identified by the annual operations plan and five (5)-year strategic plan, proactively sourcing potential clients through networking, cold calling, and other outreach methods.
- Identify and pursue potential partnerships based on booking trends and histories for corporate, non-profit, educational, and municipal clients.
- Identify and pursue opportunities for cross-promotion between all programs and the creation of new program offerings.
- Establish and maintain strong relationships with existing and potential clients to foster long-term business partnerships.
- Craft customized booking proposals to meet client's budget and desired outcomes.
- Follow up on inquiries and prospective leads to close sales and book business.
- Monitor pre-established sales targets to measure success and identify areas for improvement.

2. Event Logistics and Stakeholder Relations

- Attend event bookings to meet clients, liaise with Folklorama artists, and ensure all logistical requirements are in place per contract details.
- When contracted, provide audio-visual support and equipment as required.

- In rare circumstances, troubleshoot any logistical issues and provide alternate solutions where practicable.
- Ensure priority is given to Folklorama members for all Ethno-Cultural Artist bookings.
- Ensure all Ethno-Cultural Artists are well prepared and understand contract expectations.
- Ensure information about Folklorama Members is shared with the Marketing and Communications department to highlight the programs and the performers through general promotional opportunities (e-Newsletter, Facebook, Twitter/X, etc).

3. Administration

- Ensure all contracts are prepared and executed related to booking Ethno-Cultural Artists for all “At” Programs and Special Events.
- Ensure all contracts with third (3rd)-party vendors in support of Ethno-Cultural Artists and for Folklorama events are executed.
- Ensure all necessary legal requirements, health and safety, insurance, licensing, and permits to Ethno-Cultural Arts bookings and Folklorama events are in place.
- In conjunction with Coordinator, Ethno-Cultural Arts, maintain internal pricing documentation and guidelines for the Folklorama “At” programs.
- In conjunction with Folklorama Accounting staff, ensure all accounting needs for all bookings are completed in a timely manner, including but not limited to purchase orders, cheque requisitions, and invoices.
- Working closely with Marketing to ensure the development, execution, distribution, and revision of collateral Ethno-Cultural Arts materials, as required, such as but not limited to performer biographies, photographs, and videos.
- Support the Coordinator, Member and Festival Services with all inquiries from potential Folklorama members interested in performing opportunities through the Ethno-Cultural Arts division

4. Special Event Support

Collaborate closely with other Folklorama team members towards successful execution of technical requirements for internal events and meetings as follows:

Folklorama
March 2025

- Folklorama Festival Media Event
- Folklorama Festival Kick-Off
- Mystery Tour Receptions
- Volunteer Appreciation Event
- Monthly Pavilion Coordinator Meetings and Workshops
- Annual General Meeting

General Accountabilities

- Participate in the development of the annual Folklorama operations plan with respect to Folklorama Ethno-Cultural Arts division.
- Participate in the development of annual budgets related to revenue growth targets and delivery of programming for the Ethno-Cultural Arts division
- All other duties as assigned by the Director, Ethno-Cultural Arts and the Executive Director.

Required qualifications include the following skills and abilities:

- Minimum three to five (3-5) years' experience in similar role with proven sales and negotiation skills.
- Demonstrated organizational and logistics planning skills.
- Exceptional communication and interpersonal skills.
- Community and culturally minded with networking and relationship building capabilities.
- Results-driven, analytical, detail oriented, organized, and focused.
- Demonstrated ability to work effectively both independently and in a team environment.
- A Class 5 Manitoba driver's license, clear driving abstract, and regular access to a vehicle is required for this role.
- The successful candidate will be required to provide a Vulnerable Persons and Criminal Record Check upon contract signing.