



Latin Sparks Marketing Manager

Position: Latin Sparks Marketing Manager

Duration: 6-month contract

Start Date: December 5th, 2018

End Date: June 5, 2019

Classification: Part-Time (30 hours per week)

Application Deadline: November 20, 2018 (11:59 PM)

Location: Ottawa (with the ability work remotely)

Latin Sparks Festival™ is one of the largest Latin events in Canada gathering thousands of guests for a night of artistic entertainment, dance, food and culture. You will work alongside the Marketing Director in the planning, coordination, and execution of the festival's marketing initiatives.

Job Description

- ✓ Work with the Marketing Director to develop an overall marketing & sales strategy.
- ✓ Independently lead various elements within the marketing strategy (which can include activations, contests on social, creative content development, advertising partners and more).
- ✓ Manage a team of graphic designers and video editors in developing creative content and promotional material.
- ✓ Support the development of content for social (Facebook & Instagram).
- ✓ Conduct outreach and develop partnerships with community players that can provide cross promotional opportunities.
- ✓ Evaluate the success of each initiative.

Who Are You?

- ✓ You're someone who has done their research and understands the Latin Sparks brand.
- ✓ You're a quick learner who prefers to work in small teams where ambiguity is normal.
- ✓ You can multitask and have the ability to see the big picture.
- ✓ You love to brainstorm and to break any restrictions on what is 'possible'.
- ✓ You're a hustler! And you're not scared to get your hands dirty with hard work!
- ✓ You've got a winning personality! Seriously, we love our work because we love the people we work with. Smile, be personable and be happy!



Eligibility Requirements

To be eligible for this job, you must meet the following requirements:

- ✓ Cannot already be employed more than 20 hours a week.
- ✓ Cannot be a full-time student, part-time students are eligible.
- ✓ Cannot quit a job to participate.
- ✓ Must be a resident of Ontario and a Canadian citizen.
- ✓ Must have worked in Canada at least 5 of the last 10 years and contributed to EI premiums through payroll deductions as well as earned more than \$2,000 per year.
- ✓ If you do not meet the 5 year eligibility, you are eligible if you established a regular benefit EI claim within the last 3 years.
- ✓ Preferably bilingual in English and French (verbal and written).

How To Apply

E-mail us your CV and Cover Letter (optional) to hola@latinsparks.ca with subject line "Marketing Manager". Application must be submitted before 11:59 PM on November 20th, 2018.