



Latin Sparks Marketing Coordinator

Position: Latin Sparks Marketing Coordinator

Duration: 6-month contract

Start Date: January 7, 2019

End Date: July 5, 2019

Classification: Part-Time (30 hours per week)

Application Deadline: December 14th, 2018 (11:59 PM)

Location: Ottawa

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

- ✓ Support the Marketing Director in developing an overall marketing & sales strategy.
- ✓ Opportunity to lead sub-components of the marketing strategy (which can include activations, contests on social media, creative content development, advertising partners and more).
- ✓ Support in the development of email campaigns targeting loyal customers.
- ✓ Administrative tasks including taking meeting minutes, logging hours, and managing internal communication.
- ✓ Work alongside a team of graphic designers and video editors in developing creative content and promotional material on time and on budget.
- ✓ Support the development of content for social media (Facebook & Instagram).
- ✓ Conduct outreach and develop partnerships with community players that can provide cross promotional opportunities.
- ✓ Work with Marketing Director in creating post-event surveys to evaluate customer satisfaction and gather customer information.

Who Are You?

- ✓ You're well organized, self-disciplined, and a quick learner.
- ✓ 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!

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 work@latinsparks.ca with subject line "Marketing Coordinator". Application must be submitted before 11:59 PM on December 14th, 2018.