



**We're Hiring!**

**Communications Manager | Paprika Festival**

**Application Deadline:** May 21, 2019, 5PM

**Start Date:** June 03, 2019

**Position:** Communications Manager

**Honourarium:** \$5000 + \$500 for training

**Region:** Downtown Toronto, ON

**Term:** Contract

### **Organization Description**

#### **Paprika Festival**

For the past 17 years Paprika Festival, has been a year-round youth-led performing arts organization celebrating the work of young and emerging artists. All of the programs include a strong focus on mentorship and training, and are guided by the four core values of accessibility, artistic development, community and youth leadership. Paprika's educational programs include Productions, Creators' Unit, Playwriting Programs, Director's Lab, Indigenous Arts Program and the Advisory Board. These programs run between October and May, culminating in the annual Festival. For more information, please visit our website, [www.paprikafestival.com](http://www.paprikafestival.com).

### **Job Description**

The Communications Manager is responsible for working with the Paprika team to plan, implement and manage marketing, publicity and graphic design efforts leading up to and during the Festival. This position offers an excellent opportunity to take on a leadership role in promoting and marketing a youth performing arts festival. The successful applicant will also have excellent organizational, communication and interpersonal skills, the ability to work well on a team and some knowledge of marketing strategy. Graphic design abilities are essential. Access to Adobe and editing programs is an asset.

**Contract dates:** Training : June 1, 2019 - June 30, 2019; July 1, 2019 - June 30 2020, with possibility of extension

### **Responsibilities include:**

- Plan, create & execute a marketing plan for the festival that spans print, digital, and social media with input from the General Manager and Artistic Producer
- Ongoing design/development of marketing materials and assets for the Paprika Festival and events throughout the year
- Contribute to concept and planning conversations including rebranding, marketing and social media plans.
- Draft, edit, and proof all components of the Festival program guide and additional copy as required.
- Contribute to website content including: drafting copy, suggesting edits, archiving previous Festival information, creating new Festival landing page.
- Manage online communications: participant call for submissions, social media postings, newsletters & website updates



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- Coordinate photography coverage of all Paprika events, including rehearsals
- Ongoing participant correspondence and gathering of promotional information for Festival shows
- Design and facilitate a marketing workshop with participants.
- Write press releases and liaise with Toronto media in the promotion of Paprika events
- Draft copy for Festival ads, manage social media ads.
- Act as main liaison between the Festival and Printer.
- Create and oversee the production of print assets for outreach and Festival activities.
- Create and execute the Festival outreach and marketing distribution plan.
- Liaise with artists to collect content on behalf of the Festival.
- Oversee Festival Interns in the marketing team.
- Assist in managing relationships with local businesses in securing in-kind donations for festival events
- Attend all staff meetings; attend post-festival debrief.

#### Requirements:

- Background education and/or experience in marketing, communications, public relations, arts administration
- Expertise with Adobe Illustrator, InDesign & Photoshop is essential
- Experience with copy writing
- A good knowledge of media contacts is considered a strong asset
- Experience with web publishing on Wordpress and use of Mailchimp
- Attention to detail, self-starter
- Ability to meet deadlines and work within a budget
- Knowledge of the non-profit sector and passion for education and the performing arts
- Due to Paprika's commitment to training young leaders, the ideal candidate will be under 30.

**NOTE:** The candidate shall be available to work the hours and fulfill the duties as detailed. Paprika and the candidate acknowledge that hours are flexible, which may result in an increase during busy periods and a decrease during slower programming periods.

#### How to Apply:

Please send a resume, cover letter and a work sample of previous graphic design work and copy writing in a single PDF.

Work samples must include at least 2 visual assets (eg: poster, promo graphic, logo, etc.) and 300-500 words of copy writing (eg: a press release, announcement, promotional blurb, etc - can be a mix of multiple pieces.).

Please send your single PDF to Daniel Carter, General Manager, via [daniel@paprikafestival.com](mailto:daniel@paprikafestival.com) with the subject line: "Applicant, Communications Manager." Applications are due by 5PM on May 21, 2019