

Position Title(s):

Entertainment Marketing Assistant

Reference No.:

Ent_Mktg_Student

Department:

Event Management

Revision Date:

January, 2018

Position Status:

Permanent Full Time

Term Position

Permanent Part Time

Student Position

Position Description

<i>Reports & Responsible To:</i>	Reports to: Director, Entertainment Marketing
<i>Position Summary:</i>	<p>In this role the student will be working directly with our experienced event management team. This position will focus on the marketing and administration of True North Touring. Additionally this role will assist in the managing of special projects and have an opportunity to create a social media contest utilizing the various TN Brands.</p> <p>About True North Touring: TN Touring is the newest True North Sports + Entertainment owned and operated entity. TN Touring is an extension of our activity of promoting incredible family entertainment throughout the Winnipeg region. We have identified a demand for quality entertainment in many of Canada’s medium to smaller markets. Our connections to top US producers and agents allow us to route, for the first time ever, major Broadway caliber touring productions to these non-traditional markets for theatrical presentations.</p> <p>This term position will commence in May and be completed in August 2018.</p>
<i>Detailed Responsibilities:</i>	<p>Marketing:</p> <ul style="list-style-type: none"> • Assist in the planning, development, execution and analysis of market research projects. • Monitor TN Touring ad plans and edit projections as needed. • Learn about creating a marketing plan including media buying, sales strategy, and promotions. • Assist in the management of the creative process for TN Touring venues, liaising with venues and the graphic artist assigned to the project to ensure that all assets are created as per deadlines and tour specifications. • Ensure event posters are up to date at Burton Cummings Theatre, Bell MTS Place, box office, etc. • Create a social media campaign utilizing a variety of TN brands while increasing engagement on Bell MTS Place and/or Burton Cummings Theatre platforms.

	<ul style="list-style-type: none"> • Create, implement, manage grass roots promotions for a variety of events • Compile lists and source contact info for group sales targeting. <p>Burton Cummings Theatre Project</p> <ul style="list-style-type: none"> • Research past BCT performer reviews for replicating as décor at the theatre. • Review photo archives we have accumulated from the BCT's history and work with the graphics department to select some for BCT décor. <p>Administrative Support:</p> <ul style="list-style-type: none"> • Provide administrative support to members of the event management team as required. • Enter ticket sales figures into spreadsheets tracking TN Touring venues' sales. • Other duties as time allows and as assigned.
<p><i>Qualifications:</i></p>	<ul style="list-style-type: none"> • Currently enrolled in a relevant diploma or degree program. • A strong interest in marketing. • Excellent communication skills, both written and oral. Must be able to communicate effectively with a variety of personalities and stakeholders at all levels. • Ability to work both collaboratively and independently. • Must be able to adapt and prioritize to rapidly changing situations and fast-paced/demanding environments. • An understanding of social media strategies resulting in fan engaging content. • Must demonstrate excellent attention to detail. • Availability to work evenings and weekends when needed based on event schedule.