

Position Title(s):

Entertainment Marketing Assistant

Reference No.:

Ent_Mktg_Student

Department:

Event Management

Revision Date:

February, 2019

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 entertainment events including those held at Bell MTS Place (BMP) and Burton Cummings Theatre (BCT), as well as True North Touring (TNT) events held in various markets across Canada. Additionally, this role will assist in the managing of special projects and have an opportunity to create social media content and contests utilizing the various TN entertainment brands.</p> <p>This term position will commence in May and be completed in August 2019.</p>
<i>Detailed Responsibilities:</i>	<p>Marketing:</p> <ul style="list-style-type: none"> • Assist in the planning, development, execution of events during the summer months, such as Manyfest. • Learn about creating a marketing plan including media buying, sales strategy, and promotions. • Monitor marketing plans and input various media executions or edit as needed. • Utilizing the company’s content management system, ensure entertainment ads are running at BMP and BCT monitors and outdoor marquees including sourcing, saving and uploading graphics. • Participate in regular departmental meetings to develop strategies for increasing ticket sales. • Create social media content utilizing a variety of TN brands while increasing engagement on Bell MTS Place, Burton Cummings Theatre, and TN Touring platforms. • Create, implement, manage grass roots promotions for a variety of entertainment events • Negotiate and execute advertising trade for tickets campaigns. • Participate in upcoming projects by following True North’s entertainment marketing strategy.

	<p>Administrative Support:</p> <ul style="list-style-type: none"> • Provide administrative support to members of the event management team as required. • 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.

Job Posting Details

<p><i>Submission Requirements</i></p>	<p>To apply for this position please fill out the application form by February 25, 2019.</p> <p>True North thanks all that apply however only those selected for interview will be contacted. No phone calls please.</p>
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