

Position Title(s):

Entertainment Marketing Assistant

Reference No.:

Ent_Mktg_Student

Department:

Event Management

Revision Date:

February 2020

Position Status:

Permanent Full Time

Term Position

Permanent Part Time

Student Position

Position Description

<p><i>Reports & Responsible To:</i></p>	<p>Director, Entertainment Marketing</p>
<p><i>Position Summary:</i></p>	<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) and in some cases, 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 2020.</p>
<p><i>Detailed Responsibilities:</i></p>	<p>Marketing:</p> <ul style="list-style-type: none"> • Participate in regular departmental meetings to develop strategies for increasing ticket sales. • 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. Process advertising invoices. • Assist in the management of the company's entertainment websites and content management system. Ensure website info is up to date and entertainment ads are running at BMP and BCT monitors and outdoor marquees including sourcing, saving and uploading graphics. • Participate in the creation of 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.

	<ul style="list-style-type: none"> • During the hockey season, manage the in-game ticket giveaway calendar for Moose and Jets games, seeking approvals from promoters, scripting PA announcements, requesting ticket pulls from the box office and liaising with game day production staff. • Assist in the planning, development, execution of events during the summer months, such as Manyfest. • Participate in the creation and execution of ticket discounting strategies utilizing email marketing, social media and other means, and tracking their results. • Assist in the management of eblasts including the twice weekly eblasts for presales and discounts, sourcing graphics, offer details, and ticketing URL's. Work with the email marketing specialist to ensure schedules are met. • Depending on the demand, may have the opportunity to liaise with TNT venues across Canada, providing social media content, discounting and PR opportunities and managing their requests for graphics or other assistance. Work with a graphic designer to ensure that all assets are created as per deadlines and tour specifications. <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. • Strong knowledge of a variety of social media platforms and an understanding of social media strategies resulting in fan engaging content. • 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. • 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 follow the link at https://www.tnse.com/join-our-team/student/ to fill out a brief questionnaire. Should you have issues uploading your resume and cover letter through the link, please send them to students@tnse.com.</p> <p>Closing Date: Sunday, February 23, 2020.</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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