

\*Please note eligibility requirements:

This position runs under the Job Creation Program (JCP).

- Candidates must be currently in receipt of Employment Insurance (EI) or have had an active claim the last 3 years (Reach Back Status (RB)).

-Candidates on Parental/Maternity leave seeking to rejoin the work force are eligible.

-Candidates must be living in the Ottawa area

-Candidates must not be currently working or studying fulltime

-Candidates may not leave employment to participate in the JCP

-Candidates must have their EI status verified (to be confirmed during application process)

-Candidates may only participate in the JCP once in a 2 year period.

**FESTIVAL NAME:** Ottawa Folk Festival

**POSITION:** Web and e-marketing coordinator

**JOB SUMMARY:** Responsible for daily design and content updates for the Ottawa Folk Festival website, electronic listings and the coordination of all e-marketing campaigns (newsletters, social networking sites etc).

**REPORTING RELATIONSHIP:** Reports directly to the Ottawa Folk Festival Artistic Director

**START DATE:** June 1, 2009      **END DATE:** Dec 4, 2009

**DURATION IN WEEKS:** 26 weeks

**FESTIVAL DESCRIPTION:**

The Ottawa Folk Festival is a charitable organization founded in 1993 to enrich the community by connecting people to the arts and to one another. The organization celebrates the creativity of musicians and other artists with an annual summer festival and year-round concerts and events.

**RESPONSIBILITIES**

- Manages design and daily content updates for the Ottawa Folk Festival website
- Coordinates with all relevant staff to ensure website content is accurate and up to date
- Researches and applies new web technologies in a proactive, entrepreneurial manner
- Collects, analyzes and make recommendations based on website visitor data
- Manage all email marketing and communication strategies, including the building and delivery of emails, and email list management
- Works closely with the Ticketing Coordinator to drive online ticket sales
- Collaborates to produce the Ottawa Folk Festival podcast and any online music sampling.
- Ensures that all relevant sponsorship and visibility requirements are tracked and met.

**SKILLS REQUIRED:**

- Adobe Dreamweaver (HTML and Flash an asset)
- Adobe Photoshop, Illustrator, Acrobat
- Ability to work independently and in a team environment, to set deadlines and achieve goals
- High school diploma.
- Intermediate to excellent computer skills, especially with Microsoft Office products (Word, Excel, PowerPoint, etc.).
- Detail oriented and able to successfully meet deadlines.
- Excellent communication skills, both oral and written.
- The ability to work in a fast paced environment and assess situations in order to provide solutions/recommendations to issues as they arise.
- The ability to maintain a positive outlook and have fun while contributing to the goals of the organization.

**INDUSTRY CONTACTS:**

- Representatives from the music industry, community partners and other event organizations.
- Print and advertising industry professionals
- local, regional and national businesses
- Volunteers from all walks of life

**TO APPLY, CONTACT:**

Ottawa Folk Festival

[festival@ottawafolk.org](mailto:festival@ottawafolk.org)

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