



HALIFAX / NS
MAY 2-6 2018

Title: Sales and Community Outreach Manager

Duration: 16 weeks (January 22, 2017 to May 11, 2018)

Contract Fee: \$7,000.00

Time Requirement: Work hours and time commitment will vary throughout the term of contract. Hours of work will increase leading up to and during ECMA scheduled event.

The East Coast Music Association is currently seeking an event Sales and Community Outreach Manager for the 2018 East Coast Music Awards: Festival & Conference located in Halifax, NS from May 2-6. The successful candidate will be based in Halifax and will report directly to the Marketing and Communications Manager. Together they will develop and implement a comprehensive marketing strategy for the event, and develop strategies to meet sales targets.

Under the direct supervision of the Marketing and Communications Manager (Halifax) this Coordinator is responsible for overseeing and coordinating a variety of marketing and sales duties.

General Tasks:

- Prospect and sell tickets including bulk and Award Show tables for the ECMAs.
- Coordinate on-the-ground and guerilla marketing initiatives in the Halifax market, including facilitating partnerships with local businesses.
- Prospect ECMA gift bag items and other promotional opportunities including product placement and additional activation, working in conjunction with the Marketing and Sponsorship teams.
- Work with Discover Halifax and the Downtown Halifax Business Commission to get local businesses to participate in the 2018 storefront pageantry contest.
- Assist in the development of the social media strategy and lead the event social media team.
- Prepare staffing/volunteer requirements to complement the signage, postering, event guide distribution and pageantry plans.
- Assist Sponsorship Manager at Sponsor Summit.
- Coordination and management of refreshments/catering at the Awards Show.
- Assist in marketing/communications and sponsorship tasks as needed.

Qualifications:

- Strong sales skills
- Strong computer skills (including Google Apps, Dropbox, spreadsheets)



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- Strong communication skills
- Social media skills
- Experience writing and editing content
- Project management experience an asset
- Budget management skills
- Experience with other cultural events an asset
- Self-motivated
- Experience managing volunteers
- Degree in marketing-related field is an asset
- Bilingualism an asset

Requirements:

- Applicants must be able to work from home.
- Individual must be self-directed.
- Must have reliable transportation to attend various meetings throughout Halifax, NS.
- Must be willing to work flexible/late hours including evenings and weekends, particularly during the East Coast Music Awards (May 2-6, 2018).

To Apply:

Interested individuals can apply by submitting a resume and cover letter to the following email address: jobs@ecma.com. Applications must be received by 5:00pm AST, January 5, 2018. Only individuals chosen for interviews will be contacted.