



#125A - 1030 Denman Street ●
Vancouver, BC Canada ● V6G 2M6 ●
Tel: 604-683-0497 ●
info@fullcircle.ca ● www.fullcircle.ca ●

JOB DESCRIPTION: Marketing Communications Manager
REPORTS TO: Artistic Managing Director
LOCATION: on-site
DURATION: Starting TBC - March 2023 (part-time) with possibility of extension to Full-Time in Spring 2023.
TERM: Contract: Part-Time Flexible Hours, estimated 15 hours per week
PAY RANGE: \$40/hr to \$45/hr based on experience

Organization Description: Founded in 1992 by Margo Kane (C.M.) and based in Vancouver, Full Circle: First Nations Performance is the leading non-profit performing arts organization in British Columbia devoted solely to pioneering, amplifying, and celebrating opportunities for Indigenous artists, writers and performers. Our dynamic programming activities take place on the unceded territories of the xʷməθkʷəy̓əm (Musqueam), Sk̓wx̓wú7mesh (Squamish), and səliwətaʔ (Tsleil-Waututh) Nations.

This work includes production of The Talking Stick Festival, the only annual Indigenous multi-disciplinary festival on Turtle Island featuring a roster of invited artists that reflect the local, regional, national and international communities; the annual Industry Series; Múyuntstut ta Slúlum music programming; the creation of original performance works and workshops for both local presentation and touring; professional development activities for artists in the FC Ensemble; and other year-round programming that includes Indian Acts, our traveling community engagement series Moccasin Trek: Arts on the Move, a comprehensive Mentorship Program for Indigenous arts professionals along with other Creative projects & productions.

General Responsibilities:

The Marketing Communications Manager plays a critical role in Full Circle's growth as a key player in the Indigenous Artistic movements not only in Canada, but in the International Indigenous community. Along with our Indigenous partners in Australia and New Zealand, we have significant relations with IBPOC (Indigenous, Black, and People of Color) networks in the US.

Reporting to the Artistic Managing Director, the Marketing Communications Manager has overall accountability for the development and execution of all marketing, public relations and communications for the annual Talking Stick Festival and other events. The Marketing Communications Manager will plan and manage marketing activities for all Full Circle events: productions, co-productions, and partnerships for the duration of the contract.

The marketing communication manager's responsibilities include (but are not limited to) the following tasks:

- Plan and execute the marketing and promotion of Full Circle programs, and promotion of partnership programs in collaboration with community partners and internal production team
- Communicate with partners to determine marketing deliverables for co-presentations. Nurture new and existing relationships/partnerships with stakeholders.
- Manage and track marketing budget

Full Circle: First Nations Performance (Proudly located on the traditional, unceded territories of Coast Salish peoples) provides opportunities for Aboriginal artists to create, work and train in the Arts. Producers of the annual Talking Stick Festival, Moccasin Trek: Arts on the Move!, Indian Acts and home to the Aboriginal Ensemble.



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- Create and manage a social media plan and create regular posts (Twitter, Instagram, Facebook)
- Write company announcements/updates, media release and alerts to promote all programs
- Manage multimedia assets (videos, audio clips etc.) and broadcast on website and other digital channels including engagement on social media platforms.
- Manage incoming media inquiries, produce media kits, schedule interviews, & facilitate media personnel on-site as needed
- Track and archive media coverage if applicable.
- Develop and execute fundraising strategy including but not limited to the solicitation of prizes and donations from businesses and individuals
- Work with web developer to manage and update website content, and make minor revisions to the website as needed.
- Work with graphic designer to create marketing materials as needed
- Oversee production, ordering and distribution of all printed marketing materials to promote the organization and all its events
- Work with the Production Team on coordinating the logistics of the event set-up such as transportation and delivery of marketing materials to sites / venues.
- Gather marketing collaterals and statistical info for post-mortem reports for funders, sponsors and other partners

Qualifications

- Marketing knowledge and at least 3 years of experience in a marketing role
- Strong organizational skills with ability to stay on top of deadlines
- Strong communication and coordination skills
- Strong interest in or experience in both marketing
- Can work independently but can take direction easily sometimes from multiples sources
- Social media and digitally tech savvy
- Confident, self-motivated, flexible, and adaptable
- Demonstrated sense of interpersonal skills, integrity, motivation and creativity
- Excellent written, oral and organizational skills
- Proficient in Microsoft office, excel, PowerPoint, email marketing (MailChimp), video channels (Vimeo), and social media platforms
- Experience with WordPress
- Experience with non-profit arts community is an asset
- Interest in the Indigenous Arts community a plus
- This role is required to come into the office.

Remuneration: \$40 - \$45 p/h commensurate with experience. Hours of work will vary based on activities and may require evening work or weekends from time to time.

Full Circle is committed to recruiting a diverse workforce that represents the community we so proudly serve. Indigenous applicants, people of colour, all genders, 2SLGBTQ+ and persons with disabilities are encouraged to apply. Preference will be given to Indigenous applicants.

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Self-identification is encouraged.

How to Apply:

Please email your application package, including a cover letter and resume to: careers@fullcircle.ca with a subject line of MARKETING COMMUNICATIONS MANAGER.

Examples of previous work experience and references may be required.

Deadline for application: We will be accepting applications until the right candidate is found.