

**Job Description:
Marketing and Communications Assistant**

Position Summary

Reporting to the director of marketing, the marketing and communications assistant is responsible for assisting in implementing the marketing, communications and audience development strategy for Kingston WritersFest.

Key Responsibilities

Marketing planning

- Review fulfillment of sponsor and donor logo/print obligations
- Develops ad design schedule, including digital ads, in consultation with Marketing Director
- Assist in distribution of promotional materials
- Work with volunteer teams to implement window displays, festival presence at other events, etc.
- Oversee and analyze audience surveys (both print and digital)
- Prepares Marketing and Communications Assistant Post Mortem
- Assist in planning and implementation of Festival launch and Festival sponsor donor appreciation event(s)

Publicity and Media Relations

- Assist in development and dissemination of year-round publicity, including long-lead media, event listings, etc
- Oversees implementation of Publicity Plan
- Oversees implementation of eblast campaign
- Assist in writing and distributing press releases
- Creates original content for posting on social media i.e. Facebook & Twitter
- Executes annual social media campaign according to schedule
- Maintains a year-round Festival presence on all appropriate local, regional, provincial, and national listings of events
- Assist in media relations during Festival. Assists director of marketing to prepare packages for sponsors, media kits, and promo mat distribution packages Collects online and print publications with editorial or mentions of KWF, sample fest promo mats, ads, and other mentions of the festival (event calendars, blogs, tourism sites, author websites, etc.) to create annual archive binder and creates report for post mortem
- Tracks focus of each publicity mention – which authors, events, general festival, etc.