



Position: Executive Assistant  
Application Deadline: February 5, 2020  
Start Date: March 2, 2020  
Salary: \$28,600 – 25 hours/week (avg) @ \$22/hr  
Duration: One Year from start of contract

#### ORGANIZATIONAL DESCRIPTION

The Huntsville Festival of the Arts (HfA) is a not-for-profit charitable organization that works to strengthen community and enhance the quality of life for residents of and visitors to the Huntsville area, by providing high quality entertainment, arts education and cultural enrichment.

Since 1993, HfA has been governed by a Board of Directors composed of local volunteers and has been supported by a paid General Manager (now Executive Director). There is a maximum of 14 members on the Board, which is composed of community-minded people who have a specific skill or area of expertise. HfA presents an eclectic mix of artistic experiences with the majority being music based. In 2018-19, HfA presented 70 different concerts and events attracting close to 18,000 audience members. HfA also offers a number of arts education experiences for students of all ages and presents an annual community musical.

#### JOB DESCRIPTION

Reporting to the Executive Director, the Executive Assistant is integral in supporting the Huntsville Festival of the Arts (HfA) to fulfill its mandate and achieve its goals.

The Executive Assistant will be a passionate champion of the Huntsville Festival of the Arts, ready to support all activities related to the Huntsville Festival of the Arts. The ideal candidate will be an excellent communicator, personable, and thrive in a fast-paced work environment with multiple deadlines. They will have superb attention to detail with knowledge and skills in word, excel, graphic design, and knowledge of social media platforms including Facebook, Twitter and Instagram. Video editing is a plus.

This role is one that will evolve with operational requirements so the candidate should be comfortable with responsibilities changing in line with strategic objectives. The successful

candidate will work from the HfA Studio in Downtown Huntsville (58 Main St. East), and must be available to work some evenings and weekends.

### KEY RESULTS & RESPONSIBILITIES

The successful candidate will work alongside the Executive Director and Board of Directors on the following responsibilities:

- Assisting in the development and execution of a variety of marketing initiatives. This includes developing and scheduling posts on HfA's social media accounts, assisting in the distribution of promotional materials and writing compelling written copy and drafting press releases.
- Help manage a pool of corporate sponsors to ensure the maintenance of strong relationships, and a high rate of renewal. This includes preparation of solicitation packages, correspondence and delivering benefits.
- Identify and research opportunities for foundation and government grants. Participate in the preparation of all funding requests.
- Help manage HfA's Membership program including communications with members, delivery of benefits and supporting the expansion of membership program through targeted promotion & marketing.
- Participate in the organization of HfA's annual fundraiser including solicitation of food & beverage providers, silent auction items, ticket sales and on-site management.
- Support general development within the database, focusing on data entry, capture and analysis. This includes building emails, segments lists, and testing to maximize response and conversions.
- Help recruit and manage volunteers for HfA events and program.
- Collaborating with the Executive Director to gather information through surveys and ticketing data to analyze HfA activities and create impact reports for regular communication to HfA's supporters and community at large.

### APPLICATION PROCESS

Submit a cover letter and resume by email to Dan Watson, Executive Director at [info@huntsvillefestival.ca](mailto:info@huntsvillefestival.ca) by **Wednesday, February 5, 2020**. Please indicate Application for Executive Assistant in the subject field.

We are grateful to all applicants, but only those selected for an interview will be contacted.