



**HUNTSVILLE**  
**festival of the arts**

Position:	Sales & Marketing Manager
Contract Dates:	To Be Determined
Hours:	16 hours/week
Term:	3 month trial period
Rate:	\$20- \$25 (based on experience)

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.

MAIN RESPONSIBILITIES

Working with the Executive Director, the Sales & Marketing Manager will:

- Develop and implement the corporate/individual fundraising program.
- Coordinate with the Marketing and Membership Committee to:
  - Increase the member sales through Friends program.
  - Develop messaging and media exposure to increase ticket sales.
  - Assist the May Marche committee (HfA's annual fundraiser).
  - Assist with other grant applications.

DUTIES

- Maintain the files on corporate sponsors including notes and contacts.
- Ensure the HfA has an active communication program with sponsors.

- Secure sponsors according to the annual approved plan and targets.
- Assist the Executive Director by sourcing opportunities for grants and preparing the applications.
- Maintaining the files on Friends & Best Friends membership program and developing ways to increase participation and memberships.
- Assisting the Executive Director on ticket pricing for events. This includes developing concert series etc.
- Assist in developing community partnerships.

#### APPLICATION PROCESS

Submit a cover letter and resume by email to Dan Watson, Executive Director at [info@huntsvillefestival.ca](mailto:info@huntsvillefestival.ca). Please indicate Sales & Marketing Manager in the subject field.

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