



Hannaford Street Silver Band, Digital Marketing & Strategies Coordinator

Organization Description:

The Hannaford Street Silver Band is Toronto's award-winning professional brass band and Resident Company of Toronto's St. Lawrence Centre for the Arts. In 1983, The Hannaford Street Silver Band was formed by a group of professional musicians with a love of the brass band repertoire and ensemble playing. Since then, The HSSB has been reinvigorating the brass band tradition to critical and popular acclaim. Its mission is to honour the traditions of this art form and at the same time place it in a contemporary context with a unique Canadian point of view. The HSSB has redefined what a brass band can do by facilitating innovative creative projects and collaborating with the very best of Canada's diverse cultures and outstanding artists. For more information about the HSSB visit:

www.hssb.ca

www.hannafordyouth.ca

Job Description:

As a vibrant and active participant in today's ever-evolving digital world, the Hannaford Street Silver Band is an internationally recognized performing arts and educational organization that is seeking a digital marketing and strategies coordinator with outstanding multitasking abilities, a familiarity with social media platforms, and a passion for marketing.

The responsibilities of this role include:

- Assisting with market analysis and research on the latest trends.
- Assisting with day-to-day administrative duties.
- Presenting new social media campaign ideas.
- Monitoring social media platforms for trending news, ideas and feedback.
- Preparing, formatting, and editing a range of presentations, reports and documents.
- Contributing to the creation of email campaigns and social media content.
- Analyzing questionnaires and other forms of feedback.
- Collaborating with Administrative and Artistic team on marketing strategy.
- Analyzing current organizational data for development of fundraising campaigns

The ideal candidate will have great communication skills, a good understanding of the latest marketing trends and techniques, a curiosity of the world, passion and drive, an open mind, the ability to take criticism, problem solving skills, humility, reliability, and the ability to evolve.

Qualifications:

- Undergraduate or graduate student based in the GTA, focused on Media with a passion for all forms of music and knowledge of classical forms.
- Self-motivated project planner
- Demonstrated organizational skills with strong attention to detail
- Takes initiative, works well independently, and meets deadlines
- Excellent written and oral communicator in English
- High level of music literacy a helpful requirement

Note: Applicants must be Canadian citizens, permanent residents, or persons to whom refugee protection has been conferred under the Immigration and Refugee Protection Act. Applicants must be legally entitled to work in Canada in accordance with relevant provincial/territorial legislation and regulations.

Additional Info:

Tenure: 30 hours a week for 9 weeks

Wage: \$16/hr + 4% vacation pay

Start Date: June 14, 2021

Location: The successful applicant will work at the organization's head office: 59 Adelaide Street East, Suite 500 Toronto ON, or virtually as required by public safety measures due to the Covid-19 pandemic.

Application Deadline: June 4th, 2021

Interviews will be held: the week of June 7th, 2021 or sooner

Application Process:

Interested candidates are invited to prepare a résumé and a cover letter combined in a single PDF and submit by email to the attention of Ray Tizzard, Executive Director, at ray@hssb.ca. Please make "Digital Marketing Coordinator" the subject line of the email. Deadline to apply is June 7th, 2021

The organization will consider extending this position to a more permanent position.

We encourage applications from Indigenous, visible minority/radicalized, new immigrant or refugee, 2SLGBTQIAP, and disability communities.

The Hannaford Street Silver Band is an equal opportunity employer and thanks all candidates for their interest, however only those selected for an interview will be contacted. No telephone calls please.

Funding for this position has been provided by the Canada Summer Jobs program.