

# FULL CIRCLE: FIRST NATIONS PERFORMANCE



Physical Address: 1425 Charles Street, Vancouver BC V5L 2S7  
Mailing Address: 125A-1030 Denman Street, Vancouver BC V6G 2M6

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**Full Circle: First Nations Performance is a non-profit society and registered charity that creates opportunities for Indigenous artists.**

**Full Circle is seeking a Marketing and Public Relations Specialist.** This is a fixed term contract for services open to individuals or companies. We are seeking an immediate start with a contract ending with the delivery of a final report no later than March 31<sup>st</sup> 2018.

## **Responsibilities include:**

- The coordination of all marketing materials for the Talking Stick Festival
- Management of any advertising, both paid and unpaid, for the Festival, including determination of advertising vehicles, booking of advertising and providing recommendation for Festival marketing budget
- Oversight or execution of design of marketing
- In coordination with a PR associate, the oversight and coordination of all public relations events and efforts promoting the Festival.
- Management of the budget as approved by the Artistic Managing Director
- Provide on-going review of effectiveness of marketing and PR strategies and adjust as necessary
- Provide an end of project report including but not limited to: statistical review of target audience penetration, new audience gain, promotion statistics including total viewership, estimates on return on various advertising vehicles, PR statistics and estimate on effectiveness, and overall cost benefit analysis of promotional, advertising and general marketing.

Applicants as individuals, project specific formal or informal partnerships, or incorporated entities are encouraged to apply. Applications should include a summary of previous experience, references from past contract and or employment and a fee schedule including base fee for all work envisioned under the stated responsibilities above and per hour fee schedule for additional services and or change in the scope of services required.

## **Minimum Experience**

- 3 Years of experience in Marketing or related profession
- Excellent communication, time management and organizational skills
- Passion for technical and non-technical writing and editing
- Excels at prioritizing, multitasking and meeting deadlines in a fast-paced environment
- Familiarity with Search Engine Optimization (SEO) principles and an understanding of keyword practices, research and analytics

**APPLICATION:** Forwarded by email to [mkane@fullcircle.ca](mailto:mkane@fullcircle.ca)

Corporations or partnerships should include a services proposal including a listing of services included in the fee schedule, and resumes of principal personnel assigned to the project.

Individuals should supply a cover letter outlining what they will bring to the position and fee expectations and a resume of their experience.