

A Tribe Called Red is seeking an ambitious, passionate about music and aspiring Indigenous music manager/marketer for the following role:

### **JUNIOR MARKETING MANAGER INTERN**

An exciting opportunity to experience hands-on the ins and outs of the music business by supporting the career of A Tribe Called Red.

**Application Deadline: April 1<sup>st</sup>, 2016**

Contract, internship position (17 weeks), 35 hours/week

Rate: \$16/hour

April 15th – August 1st, 2016

Possibility to be extended further

Send your CV/Resume along with a cover letter by email, with the job title in the subject heading, to [guillaume@arts-crafts.ca](mailto:guillaume@arts-crafts.ca)

Should you have questions regarding this posting, contact 647-884-2742

### **JUNIOR MARKETING MANAGER INTERN JOB DESCRIPTION (Contract, internship position)**

REPORTS TO: General Manager

The Marketing Manager Intern will assume non-routine research and administrative tasks for the coordination of A Tribe Called Red's new album marketing campaign. The intern will be assisting the general manager in coordinating the creation of marketing assets of many different types, as well as coordinating international promotion and marketing teams to ensure the most successful album release. The intern will coordinate with A Tribe Called Red Inc. distributing partners and will be directly in touch with DSPs to come up with original ways to create market awareness around the new ATCR record. The Marketing Manager Intern will gain incredibly valuable, hands-on training related to music management and an understanding of the needs of Indigenous artists. **This is a temporary arts internship position with opportunity for growth within the organization.**

*The duties and responsibilities of the Artist Services Intern include but are not limited to:*

Under the supervision and guidance of the General Manager and Artist Project Manager(s), the Marketing Manager Intern will:

- Coordinate the creation of marketing assets and sometimes create them (short videos, images, gifs, posters, memes, single artwork). You will work closely on planning and executing the next album marketing campaign in all the different aspects of the artist career.
- Run the band's social media platforms in coordination with the band and the management team.
- Optimize the bands streaming platform channels by creating playlists, optimize metadata, links as well as develop partnerships to increase visits and streaming.
- Establish project work plan and calendar or schedules; monitor, review, and evaluate progress.

- Oversee and ensure the timely processing in and the delivery of required materials.
- Serve as a liaison between the artist and their management and the assets creation artists; act as a resource person by performing research, analyzing information, providing documentation, and preparing reports.
- Help write grants and put together projected budget as well as post activity reports.
- Help establish best practices and processes for the future

### **Knowledge, Skills and Abilities**

*Complete training will be provided - the following knowledge, skills and abilities are not required but will be strongly considered in the selection process.*

- Excellent communication and leadership skills
- Excellent planning and organizational skills
- Strong graphic design knowledge and skills
- Past experience in graphic design to be presented alongside the application
- Strong, meticulous attention to detail
- Marketing Theory basic knowledge
- General understanding of the Music Industry is a plus
- Experience or demonstrated transferrable skills to conceptualize and organize project planning, planning methodologies and implementation
- Ability to take responsibility and function under minimal supervision
- Ability to work with a wide range of people or independently in an evolving and growing environment that requires ambition, creativity, initiative and leadership
- A willingness to be trained and an openness to receive and offer critical, practical feedback on processes and training
- Friendly, professional demeanour

### **Qualifications**

*Complete training will be provided - the following qualifications are not required but will be strongly considered in the selection process.*

- Access to a laptop computer with a Wi-Fi connection
- Comfort and familiarity with working with computer systems and applications (Mac OS, Word, Excel)
- Skills in graphic design with Photoshop or InDesign
- An understanding of or willingness to learn online applications (Wordpress CMS, Social Media, Skype, Google Docs, Google Sheets, Google Calendar, etc.)
- A demonstrated interest in music and Indigenous arts & communities

***Should you have questions regarding this posting, contact (647) 884-2742.***