



JOB DESCRIPTION

Title

Events and Marketing Intern

Nature of Position:

- Term position
- Remote work acceptable, with regular in-person meetings
- Work hours flexible, to be negotiated with suitable candidate. Some evening and weekend work will be required.

Focus Areas:

The intern will split their time between two partnering organizations. The deCoste Performing Arts Centre is celebrating its 40th Anniversary and working towards the construction of the library project this spring and will be dealing with the logistics of performances during construction. The Town of Pictou is planning events for their Pictou 2023 celebrations, marking the 150th anniversary of the town and 250th anniversary of the Ship Hector landing.

PROJECT LEAD: The deCoste Performing Arts Centre

The deCoste Performing Arts Centre is a year-round venue in its 40th year of presenting shows and events, annually producing 120 plus events reaching upwards of 18,000 patrons (Prior to COVID). Our mandate is to bring a wide range of cultural experiences to the residents of Central Nova Scotia in an accessible, affordable, and inclusive manner. The centre has a major social and economic impact on Pictou County and surrounding communities within a 100 km radius. The venue is about to embark on a major construction project this spring with the addition of the Pictou Library to form what will become the deCoste Centre for Arts & Creativity which is anticipated to open in 2023.

The successful candidate will become an active member of the marketing and communications team for a busy and growing performing arts centre. Working with the Marketing Manager and Executive to develop and implement marketing strategies and outreach activities for each of approximately 50 shows/events happening in the theatre over the term of the contract.

PARTNER: Town of Pictou

In 2023 the Town of Pictou and the Ship Hector will be celebrating two significant anniversaries: 150th of the Town's Incorporation and 250th landing of the Ship Hector. Preparation of this special anniversary year has already begun. In working with the Pictou 2023 Planning Committee under the direction of the Marketing Manager at the deCoste Centre, and Town staff, duties will include:

- Initial roll out of early promotions of Pictou 2023.
- Developing social media content and setting a schedule of posts.
- Attendance at planning meetings, recording minutes (meeting summaries) and follow up to meeting actions to keep working committee members on task.
- Updating Pictou 2023 events calendar
- Gathering contact information and creating a database of organizations who will be planning 2023 events.

Communications to organizations and other stakeholders to keep all informed of planning activities.

Job Duties:

Responsibilities as set by the Events and Marketing Intern include:

- Promotion of events relating to the deCoste's upcoming distributed festival project. While the theatre is under construction/renovation, shows will be presented at 6-8 venues around Pictou County.
- deCoste membership promotion with an aim of building membership and patron base back up to pre-pandemic levels.
- Researching and implementing additional health/safety measures as pandemic persists.
- Communications related specifically to the deCoste's 2022/23 pivots in response to COVID and construction
- Data analysis of the impact of the pandemic.
- Preparation for targeted email and social media campaigns
- Surveying of patron members to improve future marketing activities as it relates to the impact of the pandemic.
- Assistance in development and execution of multiple special projects and fundraising events.
- Administrative, marketing and project management support to the Pictou 2023 Committee. The deCoste is a leading partner that will produce and host more events than any other venue/organization.
- Basic graphic design for marketing materials and social content.
- Creation of draft media releases and newspaper/magazine stories specific to the deCoste and Pictou 2023 activities.

Qualifications:

A good knowledge of local and regional community groups, organizations and businesses is an asset. Candidates require good organizational skills and experience working with people. They should have a strong ability to prioritize tasks while working well in a team building atmosphere. Knowledge of

computers and social media is beneficial. Ideal for a candidate with the following experience: business, marketing, office administration, tourism, graphic design, or related disciplines.

Candidate Requirements (employment program criteria):

- unemployed
- a resident of Nova Scotia
- a Canadian citizen or permanent resident, or an international graduate who meets eligibility requirements

To apply for this position, please provide a resume and cover letter to jennifer@decostecentre.ca or mail it to deCoste Performing Arts Centre Attn: Jennifer MacLennan P.O. Box 39 Pictou, NS B0K 1H0.

The deadline for applications is August 17, 2022. Only successful candidates will be contacted for an interview. The position will start immediately.