



MARKHAM VILLAGE MUSIC FESTIVAL

Volunteer Position: Marketing and Social Media Coordinator

Organization: Markham Village Music Festival

Location: Markham, Ontario

Time Commitment: 10-20 hours per month for 6 months; less than 10 hours per month for 6 months

The beats are getting louder, the anticipation is building, and the city is buzzing with excitement – it can only mean one thing: the Markham Music Festival is back, and it's bigger, bolder, and more electrifying than ever before! The event is packed with all genres of music, food and craft booths. Plus, there are activities for families and friends like the Kidz Zone and Barkham for you to enjoy a weekend of fun!

The Markham Village Music Festival is seeking a passionate and creative Marketing and Social Media Volunteer to join our vibrant team. In this role, you will play a key part in promoting our festival through various social media platforms, including Instagram, Facebook, TikTok and Twitter. This volunteer role will create content, manage social media engagements, and work closely with several teams to ensure the success of our festival.

RESPONSIBILITIES

This role will work with each department lead to plan and execute marketing and social media activities according to specific needs and timeline.

Social Media Management & Content Creation:

- Curate engaging content for our social media platforms, including Instagram, Facebook, TikTok, and Twitter.
- Develop and execute social media campaigns to boost brand awareness and engage our audience.
- Respond to messages, reshare tagged stories, post campaigns, and engage with comments on posts.
- Develop visually appealing and shareable content for social media posts.
- Write and edit compelling copy for promotional materials, blog posts, and newsletters.

Marketing:

- Assist our lead graphic designer in creating marketing materials, including posters, flyers, and digital graphics while maintaining a cohesive visual identity.
- Help draft verbiage for posts and story highlights, including throwback posts to showcase the festival's highlights.
- Report on key performance metrics and provide insights for improvement.

Community Engagement:

- Working with cross-functional teams (e.g. vendors, volunteers, kids zone, entertainment, etc.) to foster relationships with influencers, partners, sponsors, and festival-goers through multiple platforms
- Assist in drafting verbiage for contests, posts, story highlights, and nostalgic posts.
- Coordinate with other team members to ensure consistent messaging across all channels.

QUALIFICATIONS

- Previous experience in social media management or marketing is preferred.
- Familiarity with the major social media platforms like Instagram, Facebook, TikTok, and Twitter.
- Strong written and verbal communication skills.
- Creativity and a keen eye for design.
- Ability to work independently and collaboratively within a team.
- Passion for music and community events.

BENEFITS

- Gain hands-on experience in marketing and social media within the context of the Markham Village Music Festival.
- Network with local professionals, influencers, and community members.
- Businesses/Start-ups that would like to take this role on can receive recognition through sponsorship packages
- Contribute to the success of a vibrant community event.

How to Apply:

To apply for this volunteer position, please submit your application to volunteers@markhamfestival.com.