

## ORGANIZATION DESCRIPTION:

Caravan World Rhythms, founded in the year 2000, is a BC-based non-profit society operating in the Metro Vancouver and

Victoria regions whose mandate is to program and

present a year-round series of performances, thematic cultural festivals, and educational events focusing on the music and dance of cultures from around the world, from Africa to Asia, Europe to Latin America. We work closely with local artists and organizations, as well as with top international touring performers. Caravan's further mission is to use the arts as a vehicle for bringing different cultural communities together. In our activities, Caravan respectfully acknowledges all the Indigenous peoples on whose traditional and unceded territories on which we live, work, and play.



For more information about Caravan, please visit our web-site,  
[www.caravanbc.com](http://www.caravanbc.com)

## JOB DESCRIPTION:

Based in either the Metro Vancouver or Greater Victoria region, and working closely with the Managing Artistic Director and project contractors, you will be responsible for promoting the organization's brand, as well as marketing our year-round series of events, primarily in Vancouver and Victoria regions, using your skills in social media marketing, publicity, and community outreach. The ideal candidate has a background in communications and marketing, including event promotions, media relations, social media and digital strategy. You are a strategic thinker with strong project management skills, and the ability to work independently and with a team. Your position has the potential to grow as our audience engagement develops, and our programming opportunities grow.

## RESPONSIBILITIES:

You will be responsible for the following activities:

- Support the development of a general communications plan and digital marketing strategy for Caravan, to increase its general presence in both Vancouver and Victoria regions.
- Plan and Implement Caravan's ongoing social media activities, building online presence.
- Implement media relations tasks, such as submitting event listings to print and online media, preparing and distributing press releases, and soliciting press coverage for events. Larger events may be supported by an external contracted publicist.
- Maintain and update the Caravan website, and produce regular email newsletters.
- Plan and implement print and online advertising activities.
- Identify and reach out to communities and organizations relevant to each Caravan event, organizing cross-promotions and special offers.
- Maintain Caravan's outreach database.
- Coordinate design of marketing materials with contracted graphic designer, or design the materials in-house if you have the skills.
- Manage physical distribution of event marketing materials, such as posters and flyers.

## QUALIFICATIONS:

- Minimum 2 years working in marketing related activities.
  - Education or on-the-job training related to marketing, communications and digital strategies.
  - Excellent writing and verbal communication skills, adaptable to a variety of contexts.
  - Successful experience creating social media content, marketing, and advertising techniques and strategies.
  - Entrepreneurial spirit.
  - Have a fully-functioning home office.

- Strong knowledge of Vancouver and/or Victoria arts, music and culture scene is preferable.
- Graphic Design experience is an asset.
- Experience with and enthusiasm for working with culturally diverse communities.
- Enjoy reaching out to people in the community, from media, to businesses, artists and volunteers.
- Passion for the music, dance, and cultures from around the world

## HOW TO APPLY:

please email **info@caravanbc.com** with your resume and a cover letter. In your cover letter, please describe what makes you a great fit for Caravan's mission and activities.

Caravan is an equal opportunity employer, and we encourage people of all backgrounds to apply.

## REMUNERATION:

\$25-\$32/hour depending on skills and experience. 15-25 hours/week based on range of skills and responsibilities.

**Contact Email:** [info@caravanbc.com](mailto:info@caravanbc.com)

**DEADLINE:** Feb 15th, 2023