

CREATIVE CONTENT MANAGER JOB DESCRIPTION

Western Canadian Music Alliance is seeking applications for the role of Creative Content Manager. The Creative Content Manager works with the Executive Director and other WCMA staff to program all aspects of BreakOut West event including; festival showcasing artists, conference speakers and mentors and special events presenters/performers. This position will also engage in year round export marketing initiatives and will require some travel.

Please see Schedule A for a detailed description of the position expectations.

Organization Overview

The Western Canadian Music Alliance (WCMA) is a member-based organization that includes the Music Industry Associations (MIAs) of British Columbia, Alberta, Saskatchewan, Manitoba, Northwest Territories and Yukon. The main function of the WCMA is to promote and celebrate western Canadian music and to create business and career development opportunities for western Canadian musicians and music companies. This is accomplished primarily through producing the BreakOut West (BOW) conference and festival and the Western Canadian Music Awards. This event is held each fall in a different region across the west on a rotational basis.

WCMA and BreakOut West is a forward thinking organization, always staying on top of new technology and trends to best support Alliance members, artists and the music industry. BreakOut West strives to be at the forefront of the music industry and represent the best new music from the region.

Eligibility

The WCMA head office is located in Winnipeg. As a pan-western organization, applicants from any of the member provinces or territories will be considered. If a candidate is from outside the member region and chooses to relocate to western Canada, moving expenses cannot be provided.

Qualifications

As a small team, the ideal candidate will be productive and a great fit with the organization culture. With the speed of major events and the music industry, it is important that all team members can work quickly to meet deadlines consistently, with limited supervision.

Applicants for Creative Content Manager should possess the following required qualifications:

- Expert level knowledge of the music industry nationally and globally;
- Energetic individual with a passion for music and a creative approach to program planning and event management;
- Bachelor degree in a relevant discipline or equivalent training and experience;
- Demonstrated ability to negotiate contracts, lead operations and manage resources effectively;
- Efficient in Microsoft Office and Google Suite with excellent oral and written communication skills and effective organizational and staff management skills;
- Experience with marketing initiatives.

The following are not required but will be considered assets for this position:

- Bilingual;
- Social media knowledge and experience;

Timeline Expectations and Compensation

This is a contract position with more strenuous workload from March through October. Compensation will be subject to experience. National and international travel is required. This is a one-year contract commencing December 2018, through December 2019. As a new role, this position will be reviewed for adjustment and potential for renewal following the contract term.

Applications

All applications must be received on or before 5:00 PM PST, December 6, 2018. Please include salary expectations in the cover letter.

Apply in writing to:

WCMA, 1-118 Sherbrook Street, Winnipeg, MB R3C 2B4 or robyn@breakoutwest.ca
Please email if further information is required. No phone or in-person inquiries please.

We appreciate all interest in this role; however only those selected for interview will be contacted.

SCHEDULE A

Core Responsibilities:

The Creative Content Manager will manage all aspects of the BreakOut West; conference, festival and special events to ensure top level programming, marketing and communications as well as integration with other aspects of the organization. Specific duties include but are not limited to:

(a) Conference

- (i) Research and program sessions, workshops, speakers and mentors for the BreakOut West Conference;
- (ii) Contract (confirm agreement details with) all speakers / mentors;
- (iii) Lead and liaise with the Conference Committee of the WCMA Board of Directors;
- (iv) Oversee one on one meeting program during BreakOut West event, along with International Coordinator;

(b) Festival (Including Kick-off Concert and Awards event artist programming)

- (i) Promote (with the support of the MIAs) and monitor submissions for festival and awards to ensure target numbers are met for all categories, provinces/territories and genres;
- (ii) Research and program festival showcasing artists and performers for Kick-Off Concert and other special events throughout the BreakOut West weekend (final programming decisions to be made along with Executive Director);
- (iii) Contract all showcasing and highlight artists;
- (iv) Ensure programming is in line with the organizations mandate, industry trends, expense and revenue projections and industry delegate needs;

(f) Music Industry Association and Partner Liaison

- (i) Liaise with provincial and national music industry associations to ensure their goals and priorities are taken into account in programming of BreakOut West conference and festival;
- (ii) Gather, as needed, associate member lists from MIAs to be used for awards and festival submission communications and voting.

(d) Marketing, Administration and Financial Management

- (i) Work with Executive Director, Host Committee, graphic designers and producers to ensure the 12 month event production timeline is implemented on schedule;
- (ii) Work with Logistics Manager to ensure smooth transition of communications from programming to implementation for artists and industry speakers/mentors;
- (iii) Ensure accurate financial, statistical, and program records for all components of this role;

- (iv) In conjunction with the Executive Director, contribute to writing applications and reports for funding agencies to secure funding for the event. Including: content projections and rational, financial reporting and results and quotes from artists/industry/speakers;
- (v) Operate within the approved budget;
- (vi) Work with member industry associations and Marketing Manager to promote event content in line with the year-round marketing plan including compiling content for event related marketing through blogs, e-newsletters and e-blasts for mailing list and provide to Marketing Manager;
- (vii) Provide a detailed final report to the Executive Director within two weeks after BreakOut West;

(e) Export Marketing

- (i) In conjunction with the Executive Director act as the WCMA representative to provincial and national bodies in the music community;
- (ii) Represent WCMA / BOW at national and international showcase events, including supporting programming decisions where applicable, acting as artists and production and partner liaison and managing marketing and logistics for events to be attended by the Creative Content Manager;
- (iii) Compile results from artists following national and external marketing showcase events for reporting to funders and internal evaluation.