



Established in 2014, **The Reading Line** is an annual literary festival on two wheels that promotes local authors and advocates for improved infrastructure for cyclists and pedestrians. Our mission is to make our city a better place, one book and one street at a time. Our book rides help mobile audiences see the city from a new perspective, using literature as a lens. We have programmed and executed three Book Rides, along the Green Line, Bloor Street, and Bathurst Street. This year's ride along the Don River will take place on **Saturday, August 26, 2017**.

Thanks to generous funding from the Toronto Arts Council, we are seeking a marketing professional to help us bring The Reading Line to its next stage of development.

Do you care about books and bicycles? Do you have creative ways to combine the two and then share that vision with the world? The Reading Line wants to hear from you.

## **MARKETING coordinator**

### Responsibilities

- Identify marketing opportunities and develop a program outlining strategy and metrics to drive business objectives as well as evaluating the overall success of each initiative
- Create social media content and look for ways to build our social media presence
- Identify key relationships and partnerships that will help build The Reading Line brand, developing and implementing associated activation plans to drive objectives
- Coordinate and distribute all marketing materials (posters, bookmarks, etc.)
- Work with our partners' marketing counterparts
- Write a final report, due August 31, 2017

### Qualifications / Experience

- Experience working with a not-for-profit arts organization
- Interested in making our city a better place, one street and one book at a time
- Organized, with high attention to detail
- Ability to manage and maintain a promotional calendar
- Experience managing and activating partnerships
- Ability to work cohesively within a small team environment
- Highly flexible, with solid interpersonal skills that allow one to work effectively in a diverse working environment
- Able to effectively communicate professionally both verbally and in writing
- Self-motivated and able to work independently with minimal supervision
- Collaborative, confident leader with excellent multitasking skills

### Benefits

Be a part of an exciting Literary Festival.

Expand your network in the literary, environmental, cycling and social justice communities.

### Position Term

90 Hours (May 15–August 31, 2017) Reporting to: Outreach Director, Janet Joy Wilson

### How to Apply

Applicants interested in the 90 Hour Contract Position should submit in one document, a recent résumé and a cover letter detailing previous experience and qualifications.

Please use 'MARKETING COORDINATOR' in the subject of your email to [thereadingline@gmail.com](mailto:thereadingline@gmail.com)

Applications will be accepted up to 5 pm EST on **Monday, April 24, 2017**.

We thank everyone who considers this position, but we will contact only those individuals selected for an interview. No phone calls, please.