



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 publicity professional to help us bring The Reading Line to a wide array of audiences in all forms of media.

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.

PUBLICITY coordinator

Responsibilities

- Identify publicity opportunities and develop a publicity plan
- Write and distribute the Book Ride press release
- Pitch, arrange, and follow up with media (print, radio, digital & TV)
- Manage the event posting on Eventbrite, NOW, and more
- Reach out to all event sites along with related partners
- Maintain up-to-date media outreach
- Ensure coverage is provided to the Website Designer in a timely manner
- Provide media coverage & event attendance summary

Qualifications / Experience

- Experience working with a not-for-profit arts organization, ideally in a publicity or communications role
- 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 publicity calendar
- 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 Toronto Literary Festival.

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

Position Term

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

How to Apply

Applicants interested in the 60 Hour Contract Position should submit in one document, a recent résumé and a cover letter detailing previous experience and qualifications.

Please use 'PUBLICITY COORDINATOR' in the subject of your email to 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.