



MANAGEMENT AND PRODUCTION

JOB POSTING

Montreal, August 9 2021

Title: Digital Marketing Consultant

Company: Envision Management & Production is an artist management and production company that works with boundary-breaking, musical and multidisciplinary artists, projects and organizations. www.envisionmanagement.com.

Purpose: Envision Management & Production is seeking a responsible, motivated and enterprising person to coordinate the digital marketing and branding of special projects.

Position type: Six (6) month contract

Start date: October 4, 2021

Contract fees: \$20-\$26/hour, commensurate with experience, for 18-20 hours per week

Location: Montréal (Rosemont/Petite-Patrie)

Reports to: President, and the Project Manager

Roles and Responsibilities:

- Act as the digital marketing consultant for all of Envision's artists, productions and special projects, including working with the Envision team, and leading and coordinating digital marketing activities;
- Advise on best practices and propose courses of action for different digital marketing campaigns based on their respective goals;
- Contribute to the visibility of Envision, and the digital and social media strategies of its artists, productions, and special projects, including an analysis of their respective digital footprints, noting best practices and places for improvement;
- Further develop, adapt and implement digital marketing plans, strategy and guides

- Execute promotional and advertising campaigns, including managing audience and budget, as well as evaluating effectiveness of paid vs organic activities;
- Offer, as needed, training or workshops to Envision staff to support marketing efforts and learn about new tools, strategies and best practices;
- Oversee updates and maintenance of Envision’s web properties (including envisionmanagement.com & envisionrecords.ca) including consulting on website structure, content, usability, and SEO;
- Work with the team and/or any other consultants on company branding, asset and content creation, and/or messaging.

Skills and Experience (Required)

- 1-2 years experience in creating and executing digital marketing campaigns, especially in the music industry or another creative industry
- Knowledge of social media platforms, digital advertising and optimizations
- Experience in managing budgets
- Experience in drafting marketing plans, strategies and/or guides
- Experience in overseeing and advising on asset and content creation for promotional and advertising campaigns
- Excellent organizational skills including attention to detail, time management, and problem solving
- Excellent communication skills both verbal and written in English and French
- Open to working in a collaborative environment but also autonomously
- Commitment to high professional standards and a diverse workplace
- Strong work ethic and ability to work under pressure

Skills and Experience (Preferred)

- Knowledge of website and content management platforms (eg Squarespace)
- Basic knowledge of Adobe suite

Equal Opportunity, Diversity, and Inclusion

Envision Management & Production is committed to being an equal opportunity workplace and to providing a work environment free from discrimination and harassment. We endeavour to create a diverse, welcoming, kind, equitable and inclusive environment for all employees.

Employment decisions are based on business needs, job requirements and individual qualifications and without regard to race, color, religion or belief, sex, sexual orientation, gender identity, gender expression, national or ethnic origin, age, protected veteran status, disability status, family or parental status, or any other status protected by law.

How to apply: Please send a CV and cover letter to natalia@envisionmanagement.com with the subject “Digital Marketing Consultant” by September 6, 2021. Only successful applicants will be contacted.