



KLAC Marketplace Manager – Job Posting Profile:

Kawartha Lakes Arts Council promotes awareness and appreciation of arts and culture in Kawartha Lakes. We are committed to a diverse approach to creative expression in all of its forms. We serve our community by advocating for a thriving creative sector, providing robust marketing opportunities for our members, and fostering professional development and training. We connect all stakeholders and investors in collaboration to discover and reveal our culture through the arts.

KLAC was formed in 2014 and is governed by a Board of Directors. The Arts Council is currently seeking a creative Marketplace Manager to fill a part-time contract role from June 13, 2022 to June 12, 2023.

ROLE:

The part-time Marketplace Manager will report to the Treasurer & work closely with the Digital Media Specialist. Assistance from the KLAC Administrator and the Membership Chair is available as needed. The Marketplace Manager's role includes:

- Defining a marketing strategy and executing with the purpose of increasing brand awareness of rural makers, extending the reach of KLAC's virtual Marketplace products to buyers, and driving year-round sales.
- Working with the Digital Media Specialist and KLAC's Board Members to execute the strategy, measure the effectiveness of the campaigns and take the virtual Marketplace concept to the next level.
- Connecting with KLAC Members, external non-members and attending events to seek product opportunities that will reactivate Marketplace engagement.
- Working with KLAC's Board members to develop ideas for KLACs' own product lines.
- Reviewing, recommending & managing the end-to-end product placement and procurement process for the Marketplace.

The successful applicant:

- Self motivated.
- Good communicator.
- 3+ years experience in a similar Marketing Role or virtual retail environment.
- Strong writing skills.
- Access to the internet and ability to work from home.
- Demonstrates an interest in arts and culture. Keen eye for marketable products.





- Must possess strong office management skills, proficiency in Microsoft Office, Email, Excel, Google Drive.
- Has demonstrated experience with social media marketing.
- Has the ability to work on their own, juggle & prioritize multiple tasks and stay on top of all of them.
- Is available to work weekends when seeking Marketplace products at events.
- Has photo and video skills to capture content for the Marketplace.
- Proficient in photo and video editing software tools.
- Has a current Drivers Licence and a vehicle to conduct studio visits and attend events.

RESPONSIBILITIES:

Marketplace:

- Grow the Marketplace listing from 12 to 100 items.
- Seek new and exciting products by conducting site and event visits to onboard new members (aka vendors) for the Marketplace.
- Gather new product images and content for the Marketplace by visiting vendors at their location. Confirming vendors have product available.
- Plan the “physical” presence of the Marketplace for the 2023 *Made in Kawartha Lake* (MIKL) event.
- Manage the sales cycle of products, inform vendors of sales, initiate payment requisitions for items sold & oversee change-over of sold items.
- Ensure vendors connect with buyers for sales transaction closure.
- Manage turnover of unsold items in the Marketplace.
- Manage and adapt current Marketplace Policies as required.

Marketing:

- Develop marketing ideas to increase sales and extend the reach of Marketplace products to buyers such as developing a seasonal & annual holiday timeline to promote buying in the Marketplace.
- Work closely with the Digital Media Specialist to advertise, promote & implement communications and marketing strategies for the Marketplace.

KLAC:

- Serve on “Juror” committee for MIKL and product review panels.
- Help grow KLAC’s membership with bringing onboard new Marketplace Vendors.





REPORTING: (Biweekly)

- Progress report for the Treasurer & Membership Chair.
 - Tracking visits to studios, vendors, events.
 - Effectiveness of the Marketplace sales, product placement & marketing campaign.
- Time, tasks & kms for the Treasurer.

POSITION:

- Independent Contractor – typically 25 hrs per week.
- Payment would be bi-weekly.
- Contract Rate: \$30.00 per Hour (includes HST if applicable).
- Reimbursed for applicable KMS.
- Contract Length: June 13, 2022 to June 12, 2023.

Interested candidates should send a resume to kawarthalakesartscouncil@gmail.com by 5 pm on May 13th, 2022. Only those selected for an interview will be contacted.

