Marketing & Festival Coordinator
Job Description

The New Brunswick Highland Games Festival is an annual event that will take place July 25th to 27th, 2025 on the grounds of Government House in Fredericton. This not-for-profit and volunteer driven festival is looking to hire a Marketing & Festival Coordinator for 8 weeks to help plan and execute their event.

New Brunswick Highland Games Festival

Recognized as a New Brunswick tradition, the New Brunswick Highland Games Festival is an award winning event. One of the largest Highland Games in Atlantic Canada, this sanctioned event is an important part of the bagpiping, drumming, highland dancing and traditional Scottish athletics summer competition season.

The other half, the Festival, showcases top Celtic performing artists from North America and the UK; offers a variety of fun-filled workshops; includes an "Avenue of the Clans"; a Children's Activity area; as well as traditional Celtic food and craft vendors. The New Brunswick Highland Games Festival welcomes visitors, competitors, and artists from all over the world, and is considered a favourite amongst competitors and performers.

Key Responsibilities:

The position will be an eight-week contract with the New Brunswick Highland Games Festival, the Marketing & Festival Coordinator will work with the Board and other organizing committee members to ensure execution of all activities related to delivering a successful event. The Marketing and Festival Coordinator works closely with the marketing team while supporting all committee members in their functions. The employee will:

- Work independently and with a team.
- Respond to inquiries from partners and the public.
- Participate in all committee meetings.
- Help promote events and manage venues, including setup and on-the-ground coordination.
- Learn the basics of digital advertising.
- Support Festival marketing with video creation and writing projects.
- Update and manage the Festival's website to keep everything fresh.
- Work on promotional activities to spread the word about events and offerings.
- Coordinate with committee members to procure festivals materials
- Assist with site organisation for the downtown concert and festival
- Assist with the management of all operational activities (admissions, parking, information services, etc.) to ensure optimal enjoyment and participation of visitors and volunteers during the festival.
- Other duties as required.

Qualifications

- Must be available to work July 22nd to 29th, 2025
- Possess a valid, non-restricted drivers' licence and have access to a vehicle for the duration of employment
- Ability to work flexible hours, multi-task and meet project deadlines.
- Ability to work independently with minimal supervision and achieve
- results.
- Ability to follow budgets.
- Possess strong communication and interpersonal skills.
- Demonstrate adequate proficiency in computer skills, including Microsoft Office / Google Workspace.
- Be accessible by phone and email as required

Assets:

- Related post-secondary education and/or work experience in marketing, project management, or event coordination supported by reference
- Knowledge of Scottish or Celtic cultural events
- Experience in strategic implementation of plans, policies, and programs
- Experience with Canva and related photo/video editing softwares
- Oral proficiency in French

Hours: 35 per week
Salary: $18.55 per hour
Duration: 8 weeks

Please send applications to: **hiring@highlandgames.ca**
Be sure to reference what event at the Highland Games you are most excited to see this year in your application!

Candidates are responsible for the timely submission of applications, and we thank all those who apply. Applicants selected for further consideration will be contacted on or before May 16th, 2025.

***Employment Equity Statement**: The New Brunswick Highland Games Festival is committed to fostering a workplace that reflects the diversity of the communities we serve and to providing equitable employment opportunities for all. In particular, we strongly encourage applications from youth who are underrepresented in the labour market, including Black and other racialized youth, Indigenous youth, and 2SLGBTQI+ youth. We are dedicated to creating an inclusive, respectful, and supportive environment where every team member can thrive and contribute fully. Accommodations are available throughout the hiring process upon request.*

New Brunswick Highland Games Festival
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