



FOR IMMEDIATE RELEASE

July 3, 2013

Job Posting: Publicist, Guelph Dance

Guelph, ON (July 3, 2013) – Guelph Dance is now seeking a publicist for the 2013/14 season.

Purpose: To act as Publicist/Writer/Editor for Guelph Dance

Term: July 22nd, 2013 – June 15th, 2014

Job Summary: Guelph Dance is seeking a creative and dynamic Publicist with a commitment to a vital and dynamic registered charity that just celebrated its 15th year of bringing dance to the community. Reporting to the General Manager, the successful candidate is responsible for promoting Guelph Dance events and programming. This candidate must be able to work well in a team and independently, pay high attention to detail, be comfortable with professional and colloquial language, and have a working knowledge of Microsoft Word, Adobe, Facebook, Twitter, Flickr, and Blogspot. A background in social media is an asset. This job includes the ability to work from home or from our small, energetic office in downtown Guelph.

Duties:

- Editing and writing documents/grants/promotional material
- Organize the promotion of the Festival at public events
- Write press releases and inform media across Canada of Festival activities
- Oversee development of Guelph Dance merchandise, and promotional material (i.e. image development)
- Compile and edit information for all Festival promotional material: ie. programs, brochures and website
- Promotional Material Distribution: ensure the distribution of postcards, brochures and programs
- Oversee and conduct social media campaign

Phone/Fax: 519.780.2220
info@guelphdance.ca
123 Woolwich Street, 2nd Floor
Guelph, ON N1H 3V1 Canada

guelphdance.ca

Festival
Productions
In Schools
Camps
Training



- Keep on the lookout for new publicity opportunities
- Write and distribute approximately 10 e-newsletters per year
- Manage Web-Site updates
- Attend Board, Staff and Volunteer meetings when required

About Guelph Dance: Established in 1998, the *Guelph Contemporary Dance Festival* was founded by Co-Artistic Directors, Catrina von Radecki and Janet Johnson. With the firm belief that dancers should be able to live and dance outside major metropolitan cities, the two began to teach, choreograph, and perform in the city of Guelph. Audiences for their events slowly grew from 10 to 100. At the first GCDF in 1998, their audience grew to 650 patrons. 15 years later, they can boast that the Festival and its offshoots reach over 10,000 patrons!

This year was our 15th Festival! To ring in this milestone year, we have rebranded: we are now Guelph Dance. We have chosen to rebrand to better reflect the fact that we offer many different dance events and programs, including our popular Arts Explosion Camps and Workshops in Schools. We are committed to providing Canadian contemporary dance artists with worthwhile opportunities, as well as engaging our community and providing our audiences with challenging and innovative contemporary dance from across Canada.

We hope Guelph Dance engages your interest in contemporary dance, and sustains it well into the future. Please visit www.guelphdance.ca for more information.

To Apply: Please email your cover letter and resume in PDF format to catrina@guelphdance.ca. In the subject line, please include "Publicist Position – Your Name". We thank all applicants for their interest, however, only those selected for an interview will be contacted. Applications must be received by July 12, 2013.

Contact Person: Catrina von Radecki, Co-Artistic Director and General Manager, Guelph Dance, catrina@guelphdance.ca, 519-780-2220.