



POSITION: **Graphic Design and Marketing Coordinator**

Reports To: Executive Director
Type: Full Time, Contract, 35 hours/week
Term: TBD (16 weeks)
Salary: \$21.30/hour

ORGANIZATION OVERVIEW

Kitchener-Waterloo Oktoberfest (KWO) is a not-for-profit organization that celebrates Waterloo Region’s Bavarian heritage, culture, and community spirit. With the support of over 350 volunteers and staff, our events and programs bring people together, attract tourists, and contribute to the vibrancy and economic impact of our region.

POSITION SUMMARY

The Graphic Design and Marketing Coordinator plays a key role in shaping the visual identity and promotional efforts of KWO. Reporting to the Executive Director, this role is responsible for supporting the Marketing & Communications Manager by designing compelling visual content, supporting marketing campaigns and enhancing brand visibility across digital and print platforms.

KEY RESPONSIBILITIES

Graphic Design & Content Creation

- Design engaging graphics, layouts and visual assets for social media, print materials, signage, merchandise and digital platforms.
- Develop branded templates and style guides to ensure consistency across all communications.
- Collaborate with photographers, videographers and other creatives to produce high-quality multimedia content.
- Edit and produce short promotional videos and animations for online use.

Marketing & Communications

- Assist in developing and executing marketing campaigns to promote Festival events and drive attendance numbers.
- Create and distribute promotional materials including posters, flyers, brochures and digital ads.
- Write and edit content for newsletters, website etc.

Digital & Social Media Support

- Contribute to the planning and scheduling of social media content across platforms (Instagram, Facebook, TikTok, LinkedIn).



- Help organize interactive campaigns such as contests and giveaways.

Event Support

- Assist with event logistics, including signage, booth setup, and on-site branding.
- Attend Festival events to capture live content and support promotional activities.
- Coordinate with vendors and volunteers as needed.

Strategic Initiatives

- Conduct market research to identify design and marketing trends.
- Analyze campaign performance and suggest improvements.
- Support the development of new marketing strategies to expand audience reach.

Other Duties

- Perform additional tasks and projects as assigned by the Executive Director.

WORKING CONDITIONS

- Standard office hours: Monday to Friday, 9:00 am – 5:00 pm.
- Flexible work arrangements may be approved by the Executive Director.
- Evening and weekend work may be required during peak event periods. Lieu time may be accumulated.

QUALIFICATIONS

- Post-secondary education in Graphic Design, Marketing, Communications, or a related field.
- Proven experience in graphic design and marketing, preferably in events or entertainment.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and Canva.
- Experience with video editing tools (e.g., Premiere Pro, Final Cut, CapCut).
- Strong written and verbal communication skills.
- Ability to manage multiple projects and meet deadlines.
- Creative, detail-oriented, and passionate about community engagement.

Send your cover letter and resume to: info@oktoberfest.ca

Application Deadline: April 1, 2026

Positions subject to approval by Service Canada – Canada Summer Jobs