



Rainbow Trout Music Festival 2026 Call for Director

Communications and Marketing Director

Position Overview

The RTMF Communications and Marketing Director is responsible for overall communications between the festival and the public, including e-mail, social media, website, press and media, and overall festival messaging. They work closely with the Creative Director to integrate the annual festival branding across all communications. **Please note that the Communications and Marketing Director position is a volunteer role.**

Location: Winnipeg, MB. In-person is preferred, with possibility of remote attendance. In-person presence is a requirement during the festival weekend, which is outside of Winnipeg.

Reports to: The Rainbow Trout Music Festival Board Chairs.

Commitment: Part-time. 5-20 hours per month depending on festival season.

Term: One-year term, renewable up to six consecutive years per organizational bylaws.

Qualifications and Experience

The ideal candidate is required to:

- Be 18 years of age or older, a Canadian citizen, and not in a state of bankruptcy
- Be an RTMF member in good standing (this requires a \$25 annual fee)
- Agree to uphold the purpose and values of RTMF and the RTMF Safer Spaces Policy
- Commit to equity, inclusion, and community engagement in marketing and communications practices
- Commit to regular meetings throughout the year, operational tasks year-round, and additional responsibilities at the festival
- Possess strong writing and storytelling skills, with experience tailoring messages for diverse audiences and platforms
- Have experience using Instagram and/or other social media platforms
- Possess excellent project management and organizational skills, with the ability to manage multiple deadlines in a fast-paced, seasonal environment
- Be able to work independently and as part of a team in a dynamic and collaborative environment

The RTMF Nominating Committee would consider the following as assets:

- Training or experience in marketing, communications, or graphic design
- Experience using Canva or other graphic design tools
- Familiarity with press relations and media outreach and existing relationships with arts, culture, or music media outlets

RTMF values inclusion and operates with a strong commitment to safer spaces and anti-oppression. This opportunity is open to all and we encourage folks from diverse communities and backgrounds to apply. Preference will be given to BIPOC (Black, Indigenous, People of Colour) applicants, as well as Two Spirit, trans, non-binary people and women. If you require accommodation to apply, let us know how we can support you by contacting the email below.

Application

In order to be considered for nomination to the board, please submit a short statement of interest (one paragraph will suffice), CV, and the name of two references by **Sunday, July 26, 2026** to Margaret Banka, Co-Chair, at admin@rainbowtroutmusicfestival.com. Please include “Communications and Marketing Director Application” in the subject line of your email.

Applicants will be evaluated by the Nominating Committee and only those selected for an interview will be contacted by Sunday, August 9th, 2026. The Board of Directors thanks all our volunteers for their ongoing support!

Festival Description

RTMF seeks to provide a high quality, low-cost, environmentally responsible outdoor musical festival that promotes a variety of Manitoba musicians, artists and vendors, and brings participants to a Manitoban location rich in natural beauty and local history. This volunteer-run, not-for-profit organization is focused on musical performance, collaborative art making, and exposure to local crafters and food providers.

Festival activities include three days of music, camping, good friends, dancing, and more. RTMF showcases the high level of quality that exists in local music of all genres including rock, electro, hip-hop, blues, jazz, folk, garage, funk, reggae, etc. A small number of out-of-province acts are also included. Its unique programming inspires audiences, challenges the listener, and is complemented by occasional activities throughout the year, usually in Winnipeg.

For over 15 years, RTMF has taken place on the banks of the Roseau River, just south of St. Malo, Manitoba, on the third weekend in August. In 2025, after enjoying many years of successful partnership with landowners Georges and Florence Beaudry, RTMF hosted its final festival at Oroseau Rapids Park. We are excited to be in the process of making a new home for the festival.

Key Responsibilities

Communications: Oversee and deliver communications content as needed for participation calls, special events, the festival itself, and other organizational needs as required. The festival primarily promotes through social media (Instagram), the website, and via local media sources. Develop strategic collaborations with partner organizations. Apply best practices for accessible communications.

Brand and Marketing Plan: Work with the Creative Director to develop the annual festival brand and marketing plan and ensure visual and editorial consistency across print, digital, and on-site materials.

Marketing Timelines: Work with other Board Directors to plan and execute marketing timelines that align with key annual campaigns include: call for performers; calls for artists, artisans, and vendors; call for volunteers; sponsorship fulfillments; AGM and Board recruitment calls; and festival line-up launch, ticket sales, fundraising drives, and general promotion.

Design and Print On Site Communications: Design on site communications, including signage and programs (digital), and order printed materials for the festival.

Website Maintenance: Maintain www.rainbowtroutmusicfestival.com, with key inputs and involvement from the Creative Director.

Media Relations: Serve as the primary point of contact for media relations; pitch stories, intake media requests, coordinate interviews, and manage press credentials and on-site media needs. Update crisis communications plan for the festival weekend and prepare designated spokespeople.

Marketing Performance Metrics: Track, analyze, and report on marketing performance metrics (ticket sales, engagement, reach) and adjust strategies accordingly. Prepare, administer, and analyze an annual audience satisfaction survey to inform future festival development and marketing plans.

RTMF Board: Attend monthly RTMF board meetings and Annual General Meeting; update work plan annually; contribute to RTMF planning; teamwork on committees/projects; attend RTMF events (board retreats and celebrations); determine budget for volunteer operations annually; report costs and reimbursements to the Finance Director.

RTMF Safer Spaces Policy

Rainbow Trout Music Festival events are run on the insistence that all attendees will be respectful and thoughtful to all other attendees, participants and organisers. This means no individual should be made to feel uncomfortable, oppressed, or unsafe by any other individual's opinions or actions.

RTMF values creativity, insightful discussion, and freedom of expression, but not at the alienation or harm of others. We hope people of all genders/non gender aligned, abilities, ages, cultures and sexualities will feel welcome to participate in our events; therefore any form of discrimination is not acceptable.

Harassment, hostility, aggression, and any behaviour— physical or verbal— that demeans or marginalizes will not be tolerated in any form. This may include, but is not limited to:

- Racist, sexist, transphobic, homophobic, ableist, and fatphobic 'jokes' or comments of any kind
- Clothing items or accessories that appropriate another's culture
- Cultural appropriation of any kind
- Catcalling or sexual harassment of any kind

If you have overstepped these boundaries RTMF is committed to holding you accountable for your actions.

Along with RTMF's zero-tolerance for violence, theft, and other harmful acts, RTMF reserves the right to remove any festival attendee that is creating an unsafe atmosphere at the festival. RTMF is committed to community building and holds restorative justice values. Each situation will be assessed on an individual basis.

All concerns brought to the RTMF organisers will be taken seriously and addressed immediately. As a festival attendee and member of the RTMF community, it is crucial that your concerns are brought to us in a timely manner so that they can be addressed immediately. In order to ensure strong channels of communication and support, please communicate with RTMF in the following manner:

- Ask a volunteer to help you find an organiser or visit the Info Tent
- Send us a message via social media (@rainbowtroutmusicfestival)
- Email us at saferspaces@rainbowtroutmusicfestival.com

We are committed to running a safe, accessible, healthy, fun, supportive festival and every person should feel welcomed and accepted.