



**Term Position:**  
Craft Development Officer,  
Charlottetown Office

## SUMMARY

Within the Economic Development division of MCPEI, a **PEI Mi'kmaq Craft Development Officer** will work with Mi'kmaq artisans and the buyers of Mi'kmaq art in a pilot project that will see the “marketing and brokering” of Mi'kmaq art to buyers on the internet, in craft shops, galleries and within craft fairs and buyers markets.

The work may vary between arts development, promotion, packaging and, alternatively, arts outreach work with potential for development of community youth arts and education. The role will be administrative, as well. It will also have a project management aspect, with the artistic input provided by community artisans.

### **Typical activities may include:**

- working with a range of both community artists and PEI/Atlantic Canadian Craft shops and galleries to identify their needs and then adapting artisans’ plans to meet those needs;
- negotiating with community group artisans to see what art form they would like to produce within the parameters of the pilot project and for long term sustainable production;
- designing and ensuring timely delivery of workshops by professionals to engage community artisans;
- teaching/mentoring different marketing techniques through one-on-one correspondence, coaching, workshops and/or classes;
- helping individuals and/or in a group setting to develop production-based craft and artwork for wholesale;
- Event planning for one-off projects, such as festivals, and longer-term projects, including the setting up, monitoring and evaluation of those projects;
- building up a pool of arts professionals to hire in or work alongside with for the project;
- administrative duties including grant writing, possibly fundraising and managing budgets;
- liaising with a wide range of people and organisations including local retailers, craft fairs within schools, possibly companies for sponsorship, freelance professionals and specialist workers to provide mentoring and workshops;
- marketing and publicising projects via social media, the press, and via other related marketing tools.

## QUALIFICATIONS

- Post Secondary diploma or degree in Business Administration or equivalent

- A minimum of 1 - 3 years of related business development, client support experience is considered an asset
- As there will be considerable research with this position, the ability to clearly document and deliver in both written and verbal format as way of presenting findings will be key
- Must be proficient with basic computer software applications including word processing, spreadsheets, and internet software; must have a capacity to work with both Microsoft Office and Google Docs.
- Must have keyboarding skills
- Must have a valid driver's license and a plan for reliable and independent transportation.
- Must have the ability to focus on meeting deliverables within the required timeframe.
- All qualifications being equal, preference will given to those of Aboriginal descent.

### **HOURS OF WORK**

- Standard Work Hours are 8:30a.m -4:30p.m. (8:00 to 4:00 during Summer)
- Standard work week for this position is 37.5 hours

### **TO APPLY**

Please fax, mail or email a cover letter along with a detailed resume outlining qualifications and related work experience. Please provide 2 letters of reference.

### **APPLY TO:**

Mi'kmaq Confederacy of PEI  
Job Competition: **Craft Development Officer**  
199 Grafton Street, Suite 501  
Charlottetown, PE C1A 1L2  
Email: kbaker@mcpei.ca  
FAX: 902-367-3779

### **DEADLINE**

Deadline to apply: November 13, 2015, by 4:30 p.m.  
Only those qualified applicants chosen for an interview will be contacted.