



Job Posting: Marketing & Outreach Coordinator

As part of our commitment to anti-oppression values and advancing equity and inclusion in the Canadian media industry and arts community, this position prioritizes Regent Park residents and applicants who identify as Black, Indigenous, a Person of Color, queer, trans, non-binary, a woman, a person with a disability or a combination of these identities. We encourage you to self-identify in your application.

About Regent Park Film Festival (RPFF)

Regent Park Film Festival (RPFF) is a non-profit cultural and educational media arts organization. It's Toronto's longest-running, free community film festival, and the sole community film festival in Canada's largest and oldest public housing neighbourhood.

The key communities we serve are Black, Indigenous and People of Colour (BIPOC) communities, people with low-income, people who live in public housing, and Regent Park residents. We connect diverse audiences to representative films that can change the way they see themselves and their community members. In addition to our annual film festival and our outdoor summer screening series, we offer year-round community screenings, panel discussions, filmmaking workshops, industry internships, and our annual School Programs all at no cost to attendees or participants.

Since its inception in 2003, it has been vital to RPFF's mission to offer programming that is free and accessible to everyone, regardless of financial or social status.

About the Position

The Marketing & Outreach Coordinator provides key assistance to the Marketing and Outreach Manager to implement strategic marketing and outreach initiatives and activities. Please note:

- **This position is funded by Canada Summer Jobs. Applicants should be aged 15-30 (inclusive), and citizens/permanent residents of Canada.**
- **Contract duration:** May 15 - December 8, 2023
- **Hours:** 8 hours a day, 3 days/week May-June; 4 days/week July-Sept; 5 days a week October-December. Some evenings and weekends required.



- **Compensation:** \$19/hour
- **Place of work:** RPFF office and remote work at home
- **Reports to:** Manager of Marketing & Outreach

About the Role

- Perform in-person and digital community outreach to secure local audiences for the 2023 summer screening series *Under the Stars*, Annual Film Festival, as well as year-round programming
- Assist in approaching community groups and partners for co-presentations
- Assist with graphic design, updates to RPFF's website, and create newsletters
- Manage social media platforms, programming registration and promotion
- Assist in guiding the design of promotional content, including merchandise
- Assist with development and coordinating of relevant content for the Festival website
- Be the lead point of contact with partners, providing communications and content for publicity/print materials
- Maintain outreach and communications notes and deliver at the end of contract a full report/post mortem
- Represent the Festival at relevant meetings and events including other film festivals
- Other duties as assigned

Key Skills and Experience

- Excellent skills managing platforms such as Facebook, Twitter, Instagram, Hootsuite, Eventbrite.
- Basic graphic design skills are an asset (experience with Canva, Photoshop, Illustrator or similar)
- Video editing skills are an asset
- Wordpress expertise is an asset
- Computer literacy and comfort with remote work (Gmail and G Suite for collaborative work, web, Asana, Keela, FilmFreeway, Zoom etc.)



- Highly organized, with strong attention to detail, ability to follow workflows
- Strong team player with a demonstrated ability to work independently
- Exceptional interpersonal and conflict resolution skills
- Strong relationship management skills and ability to represent RPFF effectively to the public
- Ability to multitask and manage competing priorities under pressure, and meet deadlines
- Strong problem-solving skills, ability to take initiative and follow through
- Curious and willing to learn new skills and try new experiences
- Strong understanding of equity, anti-oppression and anti-racism and applying these concepts and working in a diverse environment
- Understanding of Regent Park's communities and context
- An appreciation for the intersections of community building and professional arts

How To Apply

Attach your cover letter and resume as **one document** titled "FirstName LastName - Outreach Coordinator" in an email to jobs@rpff.ca.

Please include in the subject line: **ATTN: Hiring Committee – Outreach Coordinator.**

If you require accommodation at any stage of the hiring process, please let us know.

Deadline: Sunday, April 2 at 11:59pm. Interviews will take place over video chat on a rolling basis, but all applicants will be considered until the deadline. Only applicants selected for interviews will be contacted.