



## **Job Posting: Coordinator, Marketing**

*As part of our commitment to values of anti-oppression, 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 an award-winning, community-based, non-profit organization, and Toronto's longest-running, free community film festival.

RPFF's mission is two-fold: to amplify and center marginalized communities and their stories, providing a platform for the work of emerging and established artists, while opening up access to the film and television industry; and to ensure art is free and accessible to everyone, regardless of financial status.

Showcasing local and international works from and about Black, Indigenous and People of Colour (BIPOC) communities, RPFF presents films of all genres that resonate with and relate to the diverse lived experiences of BIPOC communities: films that provide opportunity for in-depth, nuanced discussions, as well as uplifting and joyful films which have a significant impact on a community's growth and prosperity.

In addition to its annual film festival in November, RPFF presents an annual summer film series called Under the Stars; year-round screenings, filmmaking workshops and panels; paid industry internships; and its annual School Program which curates film programmes and lesson plans for local schools.

RPFF's foundational work is in removing barriers: to telling your story and expressing your creativity through a visual medium; to establishing a career in the media industry in front of and behind the scenes; and to experiencing art that can change the way you see yourself and your community.

Founded in 2003 when Regent Park was Canada's oldest public housing neighbourhood, RPFF has remained true to its mission to make art, creativity, and storytelling accessible to everyone, regardless of financial status. While the neighbourhood has evolved and margins are shifting, RPFF works within this dynamism to honour its history and the communities it has collaborated with throughout the years.



## About the Position

Coordinator, Marketing provides key assistance to the Executive Director to implement strategic marketing and outreach initiatives and activities.

- **Job Type:** Full-time, one-year contract with opportunity to renew (averaging 40 hours/week, including occasional evenings and weekends)
- **Compensation:** \$44,000 + benefits including health and dental insurance, and annual professional development funds
- **Place of work:** RPFF office and remote work at home
- **Reports to:** Executive Director
- **Anticipated Start Date:** April 1, 2024 (flexible depending on availability)

## About the Role

- Work with Executive Director to develop marketing and outreach strategy for RPFF's annual summer screening series *Under the Stars*, its Annual Film Festival, as well as year-round programming
- Perform in-person and digital community outreach, including approaching community groups and partners for co-presentations
- Create content for RPFF's website, social media, and newsletters, while managing social media platforms, programming registration and promotion
- Liaise with external partners including web developer, graphic designer and print vendors, coordinating the production of all print and digital content
- Assist Executive Director in occasional work with PR partner and press
- Updates festival database with all marketing and outreach contacts such as community partners, co-presenters and PR contacts
- Maintain media and outreach lists, vendor contact lists and marketing metrics
- Represent the Festival at relevant meetings and events including other film festivals

Other duties as assigned

## **Key Skills and Experience**

- Education and/or experience in marketing and non-profit environment
- Strong copy-writing and creative design skills; demonstrated experience producing content (experience with Canva, Photoshop, Illustrator or similar)
- Proficient user of existing and emerging social platforms and social media creator and management tools (Facebook, TikTok, Instagram, Hootsuite, CapCut)
- Curious and willing to learn new skills and try new experiences
- Excellent relationship management and interpersonal skills, with an ability to represent RPFF externally in a tactful, diplomatic and professional manner
- Superior attention to detail, demonstrating a high level of accuracy, consistency, and diligence
- Exemplary written and verbal communication skills, with an ability to communicate messages in a professional and engaging manner.
- Strong personal management skills, including organization, time management and prioritization skills
- Demonstrated ability to work independently, take initiative and follow through, with a solutions-oriented mindset
- Patient, positive, and works well on a team in a hybrid work environment, including staff, volunteers, and board members
- Standard computer skills, including experience with Google Workplace
- 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

## **Nice to Have**

- Wordpress experience and video editing skills are an asset



## How To Apply

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

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

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

**Deadline: Friday, February 16 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.*