



## **Job Posting: Coordinator, Social Media**

*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

The Coordinator, Social Media will assist the Executive Director and Coordinator, Marketing in creating robust and engaging social media content which highlights the organization, its fundraising campaign, and year-round programming. The ideal candidate is able to assist in brainstorming creative ideas, coordinate production of content, and build online engagement.

**This position may be funded by Canada Summer Jobs, so applicants should be aged 15-30 (inclusive), and citizens or permanent residents of Canada.**

- **Contract duration:** May 13-December 20, 2024
- **Hours:** Some evenings and weekends required. 8 hours a day for
  - 4 days/week from May 13-September 27
  - 5 days/week from September 30-December 20
- **Compensation:** \$21/hour
- **Place of work:** RPFF office and remote work at home
- **Reports to:** Executive Director
- **Start Date:** May 13, 2024

## About the Role

- Brainstorm creative ideas to promote RPFF's programming and fundraising efforts
- Collaborate with Coordinator, Marketing to create a social media calendar
- Develop and curate engaging written, video, and photo content for all platforms
- Maintain unified brand voice across different social media channels
- Interact to build online engagement and respond to messages and comments
- Review analytics and create reports on key metrics
- Attend events and produce live social media content
- Assist in approaching community groups and partners for co-presentations
- Assist with graphic design, ticket registration and promotion

Other duties as assigned.



## Key Skills and Experience

- Strong knowledge of marketing, branding and online communication principles
- Experience building engagement online through various social media
- Understanding of SEO and how it relates to social media platforms (e.g., Facebook, Instagram, X, LinkedIn), and content management tools
- Leverage data and analytics to drive better strategy, storytelling and content creation to promote RPPF's brand
- Assist with producing marketing campaigns and ad hoc reports that provide insights and improvements
- Eye for design and proven graphic design experience (Canva or Photoshop)
- Creative and able to incorporate new/interesting ideas
- Strong team player with a demonstrated ability to work independently
- Exceptional time management skills and able to juggle multiple tasks
- Strong written communication and storytelling skills
- Strong problem solving skills, ability to take initiative and follow through
- Video editing skills are an asset
- Understanding of Regent Park's communities and context, as well as ability to represent RPPF effectively to the public
- Strong understanding of equity, anti-oppression and anti-racism and applying these concepts and working in a diverse environment
- 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 - Coordinator, Social Media" in an email to **jobs@rpff.ca**.

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

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

**Deadline: Friday, March 29 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.*