

2016 Marketing Associate

Job Posting



JOB OPPORTUNITY: MARKETING ASSOCIATE

Application Deadline: January 15, 2016
Start Date: April 1, 2016

The Toronto Reel Asian International Film Festival (Reel Asian) is Canada's largest pan-Asian film festival showcasing films and videos by Asian artists from Canada, US and around the world. This year's festival takes place November 2016 in downtown Toronto and Richmond Hill.

Reporting to the Executive Director and working closely with the Marketing committee and staff, the Marketing Associate will assist with organizational strategic planning, oversee specific development programs and initiate marketing, publicity and outreach strategies to increase Reel Asian's festival attendance and brand awareness.

QUALIFICATIONS & EXPERIENCE

- Computer literacy in a Mac platform
- Post-secondary degree or diploma in marketing, communications or related field and a minimum of 2-3 years marketing experience
- 1-2 years supervising staff
- Previous experience with film festivals, arts and/or non-profit industry a strong asset
- Experience managing websites in WordPress CMS
- Experience in developing and executing social media initiatives with proven ability to grow online audiences and engagement
- 2-3 years experience in social and online web analytics
- Has strong ties with Toronto community organizations (arts /culture, film or Asian groups)
- Fluency in Asian language (a strong asset)
- Strong communication skills, attention to detail, and a commitment to quality
- Takes initiative to problem solve
- Team-oriented, collaborative and proactive
- Ability to represent Reel Asian professionally
- Ability to multi-task, work under changing conditions and tight timelines
- Ability to foster a positive and productive work environment
- Adaptable to a flexible work schedule including some evenings and weekends
- Awareness and sensitivity towards various ethnic, cultural and other diverse backgrounds

PRIMARY RESPONSIBILITIES

Development & Partnerships

- Assists Executive Director in providing sponsorship recognition benefits as related to marketing materials, such as logo recognition and sponsor signage
- Assists Executive Director with grant-writing and reporting for marketing related funding requests
- Works closely with Development Associate to plan and implement membership outreach
- Acts as a representative for Reel Asian at various film festivals and community events
- Secures and negotiates media sponsorship agreements

Marketing, Public Relations & Community Outreach

- Working with Executive Director to develop a comprehensive strategic marketing plan including goals for attendance, outreach, and engagement across all platforms
- Evaluates the effectiveness and success of marketing and communication vehicles by extracting data and insights from tools such as, but not limited to, Google Analytics, Google Adwords, Facebook Insights and promotional codes on a regular basis.
- Develop and implement marketing plan for year-round events and programs (eg. call for submissions, Asian Heritage Month, summer outdoor screenings, partner presentations)

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- Recruits and interviews candidates for volunteer Marketing Committees; attends bi-weekly committee meetings (Jul-Nov); preparing meeting agenda with support from Committee Chair
- Works closely with design agency to develop campaign creative; ensures organization branding is implemented across all marketing materials
- Manages design, content, production and distribution for all marketing collateral including (but not limited to) festival program guide, poster, postcard, brochure, trailer, clips trailer, festival video, festival slideshow
- Oversees maintenance and content development of festival website, e-newsletter and social media networks with implementation support from staff and volunteers
- Communicates to staff and design volunteers the accurate deadline and ad specs of all print, online, outdoor, television and radio materials to paid and sponsor advertisers
- Manage schedule for year-round and festival outbound ads
- Recruits and supervises the design volunteers and Asian language translators to ensure communication deadlines are met
- Builds strong relationships with local and national, Asian and English language media
- Oversees critical path and event schedule for festival press conferences (Toronto and Richmond Hill);
- Responsible for festival press kits; works closely with the Head of Programming and Director of Programming & Education to edit and distribute press releases and press kits
- Works closely with Programming team and festival publicist to provide input for PR strategy and secure editorial exposure for the festival and its artists
- Works with Industry Series Coordinator to implement marketing plan for festival IS events
- Works with Programming and Special Projects team to develop and implement marketing plan for festival Special Projects
- Works with Special Events Coordinator to develop and implement marketing plan for festival Special Events
- Develops and implements strategic community outreach initiatives and works with the Executive Director to secure funding for such initiatives
- Builds and stewards community partner relationships with ethnic and cultural organizations and other local events to widen audience exposure and increase community profile in the Greater Toronto Area (ie. downtown, Richmond Hill, Markham, Scarborough)
- Attends local GTA community events on behalf of Reel Asian

SALARY, TIME COMMITMENT AND BENEFITS

- One year contract (Compensation commensurate on experience)
- 5 days a week; some evenings and weekends required
- 2 weeks vacation, plus 2 weeks paid at December holiday closure

HOW TO APPLY

Please submit your resume to Kristine Estorninos, Interim Executive Director kristine@reelasian.com by January 15, 2016. All applications will be reviewed but only those selected for interviews will be contacted.

No phone calls or drop-ins please.

For more information about Reel Asian, visit www.reelasian.com.