

## JOB OPPORTUNITY: MARKETING & COMMUNICATIONS MANAGER

The **Toronto Reel Asian International Film Festival (Reel Asian)** is Canada's largest pan-Asian film festival showcasing films and work by Asian artists from Canada, the United States, and around the world. The 2019 festival takes place November 7–15 in downtown Toronto and North York.

Reporting to the Executive Director and working closely with the Director of Development and staff, the Marketing & Communications Manager will be responsible for delivering the festival's public communications through multiple platforms including all traditional channels as e-newsletters, website and social media; developing marketing, publicity and outreach strategies to increase Reel Asian's festival attendance and brand awareness; and overseeing specific development programs. This is a full time permanent position.

### QUALIFICATIONS & EXPERIENCE

- Post-secondary degree or diploma in marketing, communications or related field
- 3 to 4 years' marketing experience
- Experience in developing and executing social media initiatives with proven ability to grow online audiences and engagement
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- Experience managing websites using WordPress CMS
- Experience with Adobe Creative Suite (a strong asset)
- Minimum 3 years' experience in social and online web analytics
- 1 to 2 years supervising staff
- Computer literacy in a Mac platform
- Event planning experience (an asset)
- Fluency in Asian language (an asset)
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- Ability to foster a positive and productive work environment
- Ability to multi-task, problem solve, work under changing conditions and tight timelines
- Ability to represent Reel Asian professionally
- Adaptable to a flexible work schedule including some evenings and weekends
- Awareness and sensitivity towards various ethnic, cultural and other diverse backgrounds
- Computer literacy in a Mac platform
- Event planning experience (an asset)
- Fluency in Asian language (an asset)
- Has strong ties with Toronto community organizations (arts /culture, film or Asian groups)
- Previous experience with film festivals, arts and/or non-profit industry a strong asset
- Strong communication skills, attention to detail, and a commitment to quality

### PRIMARY RESPONSIBILITIES

#### Development & Partnerships

- Assists Executive Director and Director of Development 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
- Oversees the planning and implementation of social media strategy for membership and individual giving 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

- Develop a comprehensive strategic marketing plan including goals for attendance, outreach, and engagement across all platforms

## MARKETING & COMMUNICATIONS MANAGER



- 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 online social media communications strategies, including the creation of social media schedules and regular tweets, monitoring and updating social media accounts, and live-tweeting and covering festival and year-round events and screenings
- Develop and implement marketing plan for year-round events and programs (e.g., call for submissions, Asian Heritage Month, summer outdoor screenings, partner presentations)
- Recruits and interviews candidates for volunteer Marketing Committees; attends bi-monthly committee meetings (Jul-Nov); preparing meeting agenda with support from Committee Chairs
- 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, festival trailer, festival video, festival slideshow
- Oversees maintenance and content development of festival website, e-newsletter and social media platforms with implementation support from Communications Assistant (to be hired)
- Communicates to Communications Assistant 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 with implementation support from Communications Assistant
- Recruits and supervises any design interns 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
- Responsible for festival press kits; works closely with Programming team and Executive Director to edit and distribute press releases and press kits
- Secures and manages relationship with festival publicist
- 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 Reel Ideas Producer to implement marketing plan for festival industry events
- Works with Programming and Special Projects team to develop and implement marketing plan for festival Special Projects
- Works with Special Events Coordinator and Operations Manager 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 organizations and other local events to widen audience exposure and increase community profile in the Greater Toronto Area, with assistance from Communications Assistant
- Attends local GTA community events (some evenings and weekends needed)

### COMPENSATION & BENEFITS

Commensurate with experience  
Health benefit coverage  
Flexible working hours  
2 weeks vacation plus 2 weeks during holiday closure  
Professional development supplement

### TIME COMMITMENT

Start Date: Immediate

**APPLICATION DEADLINE: April 19, 2019**

## MARKETING & COMMUNICATIONS MANAGER



### HOW TO APPLY

Apply with CV, cover letter and 3 references to: jobs [at] reelasian [dot] com (include "Marketing & Communications Manager" in subject line) or in writing to:

Toronto Reel Asian International Film Festival  
401 Richmond St W, Suite 448  
Toronto, ON M5V 3A8

No phone calls or drop-ins please. For more information about Reel Asian, visit [www.reelasian.com](http://www.reelasian.com).

We thank all applicants for their interest however only those selected for an interview will be contacted.

Reel Asian welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process. Reel Asian is an equal opportunity employer.