

2020 Canada Summer Jobs Marketing Assistant Job Description

The Toronto Reel Asian International Film Festival (Reel Asian) is Canada's largest pan-Asian film festival showcasing films and videos by South, East and Southeast Asian artists from Canada, US and around the world. This year Reel Asian celebrates its 24th year with a multi-day run of film screenings, industry panels, and special events.

The Marketing Assistant is a remote position and will be mainly responsible for creating digital assets and managing communication with our community partners, along with writing and executing communication pieces for social media, newsletter, and website under the management and mentorship of our marketing and communications manager.

This position is good for those considering the following fields: marketing, communications, graphic design, public relations, social media, arts administration, content marketing, account management, CMS management, copywriting.

Hard skills

- Graphic design
- Excellent written and verbal communication skills
- Familiarity with mailchimp and social platforms
- Wordpress not required but appreciated

Soft Skills

- Self-starter
- Ability to work under changing conditions and tight timelines
- Takes initiative to problem solve
- Organizational skills
- Prompt communication

PRIMARY RESPONSIBILITIES

The Communications & Outreach Assistant will assist the Marketing Manager in executing a plan to build and grow audiences for Reel Asian programs, including the annual film festival and associated events. Primary responsibilities will include, but are limited to:

- Create and manage social media assets between Reel Asian and partnered organizations
- Plan and publish social media posts
- Assist in creating and sending e-newsletters
- Research and connect with potential local organizations and businesses to become a Community Partner with Reel Asian
- Research and submit online event listings
- Track media hits

COMPENSATION

As a part of Canada Summer Jobs, this position is \$15/hr

TIME COMMITMENT

This position follows the schedule leading up to and including the festival:

August: 3 days a week

September and October: 4 days a week

November: 5 days a week

HOW TO APPLY

Please submit your resume to Christine Vu, Marketing & Communications Manager by email to vu@reelasian.com with "2020 CSJ Marketing Assistant" in the title. All applications will be reviewed but only those selected for interviews will be contacted.