

Communications & Outreach Assistant - Job Description

Reporting to the Marketing Manager and working closely with the marketing department, the Communications & Outreach Assistant will focus on growing our festival audiences through numerous outreach methods, including verbal and written contact, the formation of community partnerships, and networking at events. The Communications & Outreach Assistant will also work closely with the Marketing Manager in executing the festival's communications strategy, which encompasses website maintenance and updates, social media postings, and newsletter creation. In addition, the Communications & Outreach Assistant will chair the volunteer-based Marketing Committee.

This is a part-time position funded by Canada Summer Jobs, therefore only Canadian citizens, permanent residents, or refugees aged 30 and under with a valid Social Insurance Number who are legally entitled to work in Canada are eligible.

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:

- Publish Reel Asian events to major media outlets and online event listings
- Research potential press to promote Reel Asian events
- Research and connect with potential local organizations and businesses to become a Community Partner with Reel Asian
- Research and connect with potential promotional partners to boost marketing reach
- Attending co-presentation screenings with Community Partners
- Chair volunteer-based Marketing Committee meetings

In addition, the Communications & Outreach Assistant will help with the deployment of Reel Asian's communications across different platforms, including the creation of our annual programme guide, social media calendar, and e-newsletters. Duties include:

- Ensuring content and publication deadlines are met for annual programme guide
- Creation of bi-weekly newsletter promoting Reel Asian events and initiatives
- Daily deployment of festival newsletter
- Execution of Reel Asian social media content under the direction of Marketing Manager
- Live social media presence at events

QUALIFICATIONS

- A strong writing background
- Experience using different social media platforms
- Excellent Microsoft Office skills
- Prior customer service experience
- Previous roles in community outreach and relationship building/management a major asset
- Familiarity and experience with Adobe creative suite, particularly Photoshop, Illustrator, and InDesign an asset
- Fluency in an Asian language a major asset

COMPENSATION

\$15/hour. 300 hours total.

HOW TO APPLY

Please submit your resume via email to Henry, Marketing Manager at jobs@reelasian.com, with "Communications & Outreach Assistant - [Your Name]" in the subject line. Links to a portfolio of work online are welcome. All applications will be reviewed but only those selected for interviews will be contacted.

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

ABOUT US

The Toronto Reel Asian International Film Festival® (Reel Asian) is Canada's largest pan-Asian film festival, showcasing films by East, Southeast, and South Asian artists from Canada, the U.S. and around the world. This year Reel Asian celebrates its 23rd annual edition in November 2019 with film screenings, industry panels, and special events in Downtown Toronto and North York. Reel Asian is a not-for-profit charitable cultural organization that advocates for Asian representation through media arts