

## Marketing Production Assistant - Job Description

Reporting to the Marketing Manager and working closely with the marketing department, the Marketing Production Assistant will focus on providing assistance in production of all marketing collateral, including promo video clips, press clips, promotional images for print, digital, social media and event exhibition. All this will be done via graphic design, print production, and video postproduction leading up to the annual film festival.

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 Marketing Production Assistant will assist the Marketing Manager in producing creative and digital assets to help achieve marketing and communications goals. Primary responsibilities will include, but are limited to:

- Attending to graphic design needs of marketing department  
e.g. digital/print ads, social media content, slideshows, promotional material, website content
- Attending to video editing and video management needs of marketing department  
e.g. trailers, social media videos, sponsor videos, video ads
- General administrative assistance for marketing department
- Research projects for marketing department
- Provide general assistance to audio-visual needs for festival events

### QUALIFICATIONS

- Intermediate video editing skills using a professional non-linear suite
- Strong familiarity and experience with Adobe creative suite, particularly Photoshop, Illustrator, and InDesign
- Strong understanding of different media formats
- Some photography and/or videography experience an asset
- Fluency in an Asian language a major asset
- Experience using social media platforms a major asset

### COMPENSATION

\$15/hour. 260 hours total.

## HOW TO APPLY

Please submit your resume via email to Henry, Marketing Manager at [jobs@reelasian.com](mailto:jobs@reelasian.com), with "Marketing Production 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](http://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