

COMMUNITY ENGAGEMENT COORDINATOR

POSITION OVERVIEW

The 18th annual ReFrame Film Festival will take place January 27 – February 4, 2022 and will include a weekend of in-person screenings and events (contingent on Public Health requirements), and a concurrent lineup of on-demand virtual programs. To support festival planning and operations, ReFrame is seeking a Community Engagement Coordinator to join our team and help ensure the success of the 2022 festival season. Reporting to the Festival and Creative Directors, the Community Engagement Coordinator is a central member of the team who supports many aspects of ReFrame operations, including communications and marketing, event planning, volunteer coordination, and artist services.

This is a dynamic, full-time (35hrs/week) seasonal role that requires the ability to balance competing priorities and tight deadlines. Availability for occasional evening and weekend work is a requirement of this position (with time off in lieu). While this is a primarily remote position due to the pandemic, the successful candidate should be local to the Peterborough region and must be available in-person through the festival dates, January 27 - February 4, 2022. If and when public health restrictions allow, the option to work out of the ReFrame office will be available. The duration of this contract is late-October 2021 to March 2022 at a rate of \$23 / hour.

DUTIES & RESPONSIBILITIES

Communications & Marketing

- Supporting the development of communications & marketing strategies for the 2022 festival season
- Developing a detailed content calendar to ensure that seasonal milestones are clearly communicated, and that all communications are aligned with strategic goals
- Writing and editing copy for all platforms (website, blog, social media, e-newsletters, media releases)

- Creating engaging digital content using pre-designed templates and brand guidelines, assisting with photo / video documentation of events and programs as required
- Assisting with the coordination of artist interviews and appearances with local media
- Experience working with media buys and advertising placement in print, digital and radio would be an asset

Event Planning & Community Engagement

- Assisting with the planning and delivery of virtual / in-person screenings and community events through fall 2021
- Supporting the planning and logistics for all festival programs and events, both virtual and in-person
- Assisting the Volunteer Coordinators with outreach, training, scheduling and recognition of Festival Volunteers
- Supporting the development of partner initiatives / events with the aim of increasing community participation during the festival
- Coordinating and supporting the moderation of artist Q&As and panel discussions, travel and accommodation arrangements, hosting visiting artists and special guests, ensuring exemplary festival experiences are provided

DESIRED QUALIFICATIONS

- Post-secondary degree / diploma and 1-3 years' experience in arts administration, event production, communications and marketing, and / or community development, or an equivalent combination of education and experience
- Excellent written and verbal communication skills; highly organized, with the ability to juggle competing priorities; attention to detail and a concern for accuracy
- Community-minded, with an ability to build relationships and meaningfully engage a wide range of stakeholders

- Tactful and diplomatic, able to work calmly under pressure; a resourceful, creative thinker who values collaboration with volunteers and community partners; a team player who can also work independently, efficiently, and under tight deadlines
- Proficient in the use of G Suite, Microsoft Office products, macOS, WordPress, Adobe Creative Cloud applications (especially Photoshop, InDesign, and Illustrator); experience working with Airtable and digital cameras are definite assets

APPLICATION PROCESS

Qualified applicants should submit their resume and cover letter as one document to info@reframefilmfestival.ca with “Community Engagement Coordinator” in the subject heading. Applications must be submitted no later than 9:00AM on October 13, 2021. We thank all applicants for taking the time to apply. Only those selected for an interview will be contacted.

As an employer committed to employment equity, ReFrame encourages applications from members of equity-seeking communities including women, racialized and indigenous persons, persons with disabilities, and persons of all sexual orientations and gender identities / expressions.