

COMMUNICATIONS COORDINATOR

POSITION OVERVIEW

ReFrame Film Festival is a social and environmental justice-centred documentary film festival, entering its 21st season in Nogojiwanong/Peterborough. ReFrame 2025 will take place January 23 – February 2, 2025 and will include 4 days of in-person screenings and events, and a lineup of on-demand virtual programs during the following week, available nationwide. To support festival operations, ReFrame is seeking a Communications Coordinator to join our team and help ensure the success of the 2025 festival season. Reporting to the Executive and Creative Directors, the Communications Coordinator is a central member of the team who supports many aspects of ReFrame operations, including marketing and communications, event planning, volunteer support, and artist services.

This is a dynamic seasonal role (an average of 35hrs/week, with shorter hours during the contract's beginning and wrap periods, and longer hours in January) that requires the ability to balance competing priorities and tight deadlines. Availability for occasional evening and weekend work is a requirement of this position. The successful candidate should be local to the Nogojiwanong / Peterborough region and must be available in-person through the festival dates, January 23 - February 2, 2025. The option to work out of the ReFrame office during business hours will be available.

The duration of this contract is ~20 weeks, beginning mid-October 2024 at a range of \$24-29/hour, commensurate with experience. Please note, because the festival takes place in January, some work over the winter holidays is necessary.

DUTIES AND RESPONSIBILITIES

Communications & Marketing

- Supporting the development of communications & marketing strategies for the 2025 festival season

- Developing a detailed content calendar to ensure that seasonal milestones are clearly communicated, and that all communications are aligned with strategic goals
- Primary responsibility for all social media postings / content, in consultation with the Creative and Executive Directors
- Writing and editing copy for all platforms (website, social media, e-newsletters, media releases)
- Creating engaging digital content using pre-designed 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
- Assisting with media buys and program advertising sales

Event Planning & Community Engagement

- Assisting with the planning and delivery of virtual / in-person screenings and community events
- Assisting the Volunteer Coordinators / Festival Directors 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

DESIRED QUALIFICATIONS

- Post-secondary degree / diploma and 1-3 years' experience in arts administration, event production, marketing and communications, 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 and committed to the arts and justice, 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
- Experience working with media buys and advertising sales / placement in print, digital and radio would be an asset
- Proficient in the use of Google Workspace, macOS, WordPress, Adobe Creative Cloud applications (especially Photoshop, InDesign, and Illustrator); experience working with Airtable a definite asset

APPLICATION PROCESS

Qualified applicants should submit their résumé and cover letter as a single PDF to info@reframefilmfestival.ca with “Communications Coordinator” as the subject heading. Applications must be submitted no later than 5PM EDT on Monday, September 30, 2024. Interviews will be conducted October 7 and 8. The anticipated contract start date is October 15, 2024. We thank all applicants for taking the time to apply, but 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 BIPOC individuals, persons with disabilities, those of all socio-economic backgrounds, and persons of all sexual orientations and gender identities / expressions.