



REFRAME FILM FESTIVAL

CREATIVE DIRECTOR (PROGRAMMING AND COMMUNICATIONS)

ABOUT REFRAME

ReFrame Film Festival is a community celebration of documentary film and media art centred on social and environmental justice. We aim to build socially active, engaged community audiences through the curated presentation of documentary film and media art.

Based in Nogojiwanong/Peterborough, Ontario, ReFrame is entering its 23rd season of presenting the year's best documentaries from our community, across Canada and around the world. The annual festival takes place in late January/early February in downtown venues, followed by a virtual program available on-demand across Canada.

Throughout the year, ReFrame collaborates with local partners on community screenings and professional development opportunities for the region's growing filmmaking community.

ReFrame is now accepting applications for the position of Creative Director.

ReFrame welcomes applicants of all identities and backgrounds and encourages applications from equity-deserving communities, including women, persons with disabilities, racialized persons, Indigenous Peoples, and people of all gender identities and sexual orientations. We are committed to fostering a positive, supportive, and inclusive environment. Accommodation is available throughout all stages of the hiring process. Please let us know in advance if there's anything you need to support your application.

POSITION OVERVIEW

ReFrame Film Festival operations are carried out under the direction and supervision of a two-person team, consisting of the Creative Director (CD) and Executive Director (ED). The CD leads the artistic vision, programming, and public-facing communications of ReFrame, working in close collaboration with the ED to ensure both creative excellence and organizational sustainability.

The CD is responsible for the artistic vision of ReFrame Film Festival, including film curation, guest and event programming, and the development of a cohesive festival schedule. The role also leads the organization's communications strategy, including media relations and social media presence. The CD fosters relationships across the arts and culture sector locally and beyond through creative collaborations and partnerships, with a commitment to equity, inclusion, and amplifying diverse voices.

This is a salaried, full-time, year-round position (average of 35 hours/week), with increased hours during peak festival periods and flexibility at other times of the year. The role requires the ability to manage competing priorities and work within tight timelines. Occasional evening and weekend work is required. The ideal candidate will be based in the Nogojiwanong / Peterborough region, with hybrid or remote work possible.

Compensation for this role is \$49,000–\$55,000 annually, commensurate with experience. This posting is for an existing vacancy. ReFrame does not use artificial intelligence to screen, assess, or select applicants.

DUTIES AND RESPONSIBILITIES

Creative and Curatorial

- Leading the development of all artistic programming for the festival and year-round activities
- Identifying films and artistic projects through festival attendance, industry research, and engagement with local arts communities
- Soliciting films through direct outreach and public submissions
- Establishing and stewarding a volunteer Programming Advisory Committee (PAC), including recruitment, orientation, and facilitation of its film review and discussion process to support festival curation
- Managing and reviewing all submissions with the Programming Advisory Committee to assess suitability for ReFrame
- Viewing and evaluating films to shape a cohesive and compelling program

- Leading curation of the festival film program in consultation with the PAC, drawing on collective discussion and diverse perspectives
- Creating the festival schedule to include not only film, but also supplemental programming such as talks, panel discussions, workshops, exhibits, special events, performances, Elder and dignitary presentations
- Supervising community arts projects and exhibits that accompany the festival each year
- Collaborating with the Executive Director to ensure alignment between programming and community partners and sponsors

Communications and Outreach

- Leading ReFrame's communications strategy, including oversight of social media channels, content planning, and opportunities for guest or partner-led takeovers
- Developing community and audiences around festival programming
- Collaborating with the Executive Director to ensure alignment between programming and community partners and sponsors
- Writing festival material: identifying and communicating themes, writing an annual welcome message, e-newsletter content, and descriptions of short film programs, panel discussions, events, community projects, etc.
- Directing the production of all festival materials with the Executive Director, contract staff, and outside contractors, including the print and online film guides, posters, tickets, merchandise, and other promotional materials
- Working with directors, film distributors and other sources to secure all selected films for the festival and coordinating all press and promotional material (photos, descriptions, film information etc.)
- Leading professional development activities, including filmmaker workshops and receptions for filmmaker networking
- Overseeing ReFrame's general email accounts and correspondence in collaboration with the Executive Director
- Supporting regular updates and maintenance of the ReFrame Festival website

Operations

- Managing the film program, guest expenses, speaker fees, artist fees, and all supplemental programming to align with programming budget limitations
- Collecting invoices and collaborating with the Executive Director and Financial Controller to ensure all parties (directors, guests, speakers, film distributors and other sources) are paid in a timely manner
- Organizing and managing the attendance of invited directors / producers / subjects / other special guests at the festival including transportation, accommodations, hospitality services and scheduling
- With the Executive Director:

- Identifying and securing venues for all festival events and programming, and working with venues to ensure professional presentation quality and delivery of audience hospitality and accessibility
- Ensuring smooth day-to-day festival operations and logistics
- Scheduling and supervising interns and volunteers
- Contributing to grant writing and research funding opportunities (led by the ED)
- Performing other administrative duties as required

Leadership

- Chairing and facilitating the Programming Advisory Committee
- Creating and presenting a Creative Director's Report for each monthly meeting of the Board of Directors
- Serving as a staff representative on Board and operating committees, supporting governance and operational work
- Acting as a public spokesperson for the festival (media, events, community)
- Working with Trent University partners to identify festival interns, evaluate intern work, and liaise with university staff
- Mentoring contributors to ReFrame's communications platforms, including artists, partners, and community members
- Implementing the creative and artistic vision for ReFrame Film Festival in keeping with ReFrame's [Mission, Vision, and Values](#)

DESIRED QUALIFICATIONS

- 3–5 years of experience in documentary film programming or a related field, preferably with a post-secondary degree or diploma in a field related to film
- Strong and ongoing engagement with cinema culture and history
- Excellent written and verbal communication skills
- Demonstrable commitment to social and environmental justice
- Experience writing government and/or foundation grant applications, with a proven record of success
- Community-minded, with the ability to build relationships and meaningfully engage a wide range of partners in the work of ReFrame
- Ability to foster a productive and safer working environment for staff and volunteers, and to delegate and supervise
- Experience working with a Board of Directors is an asset
- A team player who can also work independently, efficiently, and under tight deadlines

- Experience managing or contributing to organizational communications, including social media strategy and content development
- Up-to-date knowledge of industry diversity, equity and inclusion practices
- Proficiency in Google Workspace; working knowledge of MacOS and Adobe Creative Cloud (Photoshop, InDesign, Illustrator) or Canva; familiarity with platforms such as Airtable, WordPress, and Eventive, and ability to quickly learn new tools as needed