

## **Job Description: Marketing and Communications Officer**

**Job Title:** Marketing and Communications Officer

**Reports to:** Festival Director / Managing Director

**Contract:** Full time, 35 hours week (9am-5pm; 1 hour lunch)

**Salary range:** \$35,000 - \$36,500 (based on experience)

### **1. PURPOSE OF THE JOB**

The successful applicant for the position of Marketing and Communications Officer will be directly involved in the implementation of Cinéfest Sudbury International Film Festival's marketing and communications strategies as it relates to its programmed offerings, and in tracking coverage of the event and the organization's other year-round activities.

### **2. PRIMARY RESPONSIBILITIES**

The primary responsibilities of the Marketing and Programming Assistant will include (but are not limited to):

- Providing exceptional administrative and creative support to Cinéfest Sudbury's marketing, communications and programming departments;
- Assist in the achievement of Cinéfest Sudbury International Film Festival's promotional goals as they relate to both the film festival and ancillary year-round activities;
- As the September Festival approaches, the successful candidate will be relied upon to compile information relating to selected and potential films and to research and compile text, images, and biographical information relating to participating filmmakers;
- Write and copy-edit media releases, Festival Program Guide and official event website, etc.;
- Manage the publicity materials database, will provide media partners and contacts with promotional information as requested;
- Support the expansion of Cinéfest Sudbury's social networking activities (Facebook, Twitter, etc.);
- Coordinate between Cinéfest's agency of record and various local media outlets, the preparation and timely arrival of advertising copy (as per predetermined ad placement bookings);
- Oversee Guest Services, manage database and budget relating to that department;
- Following the September Festival, the candidate will be responsible for researching and compiling all event media coverage, for contributing to, and distributing programming information relating to any / all Cinéfest Sudbury activities, and contributing to and distributing communication newsletters, etc to patrons, partners, funders, sponsors;

### **3. STAFF SUPERVISORY/MANAGEMENT RESPONSIBILITIES**

There is no regular staff supervisory/management associated with this position. As required though, the Marketing and Communications Officer will lead staff and volunteers when they are delegated to projects that he/she will be managing.

#### **4. FINANCIAL RESPONSIBILITY**

The Marketing and Communications Officer, in conjunction with the Festival Director and Managing Director, will oversee and report on budgets related to those expenses that fall under his/her areas of responsibility.

#### **5. INTERACTION WITH PATRONS AND PUBLIC**

The Marketing and Communications Officer will be required to interact with the media, patrons / membership, and other organizational partners including (but not limited to) filmmakers, corporate sponsors and funders.

#### **6. PHYSICAL DEMANDS**

There are no day to day physical demands associated with the Marketing and Communications Officer position. From time to time there will be setup related to various activities that Cinéfest Sudbury is involved in that will require some assistance and attention.

#### **7. WORKING CONDITIONS AND ENVIRONMENT**

In general Cinéfest Sudbury operates on a 35 hour work week, 9 AM to 5 PM from Monday to Friday. Due to the dictates of Cinéfest Sudbury's activities, the Marketing and Communications Officer can expect to occasionally work unusual hours, mainly evenings and weekends.

#### **8. KNOWLEDGE AND SKILLS REQUIRED**

The successful candidate must be a college or university graduate (preferably in one of the following areas of study: English, Marketing / Communications, Business, Event Planning, Media / Public Relations)

Skill requirements include, but are not limited to:

- Proven interpersonal skills
- Outstanding English communication skills, both oral and written
- Ability to communicate effectively in French will be considered an asset
- Research, editing and writing experience
- Demonstrated organizational skills
- Computer skills: Microsoft Office programs, database experience an asset
- Attention to detail
- Tact and diplomacy
- Enthusiasm for film and/or media arts
- Ability to maintain focus under pressure
- Experience in the not-for-profit sector an asset

Bilingualism (French and English) is a definite asset, as Cinefest Sudbury operates on a bilingual basis

Please forward cover letter and resume, no later than **February 18, 2018**, to:

Human Resources

Cinefest Sudbury

103-40 Larch Street, Sudbury, ON, P3E 5M7

or by email to: [cinifest@cinifest.com](mailto:cinefest@cinifest.com)