



Market Analysis and Development Officer (12-month contract position)

This full-time position is partially funded by FedNor's Northern Ontario Development Program

Salary: \$33,000

Hours: Monday to Friday, 9:00 a.m. to 5:00 p.m.

Application deadline: Wednesday, January 23, 2019

Under the direction of the Executive Director and the Managing Director, the **Market Analysis and Development Officer** will work with new and existing data to identify audience and economic trends as they relate to Festival activities. The Market Analysis and Development Officer will also identify technological trends and tangible economic opportunities that will benefit the organization's role in the film industry and help create a strong film economy in Northern Ontario. A strong background in communications and research will be required. Eligibility for this position will be prioritized based on: unemployed or underemployed youth (under the age of 30) who have graduated with a degree or diploma from a post-secondary institution within the last three years, are legally entitled to work in Canada, and have not been previously employed under a FedNor Youth Internship funding agreement, or other federal or provincial internship with pay for a period of six (6) months or more.

Due to Cinéfest Sudbury International Film Festival's various event-related activities, the Market Analysis and Development Officer can expect to occasionally work unusual hours, mainly evenings and weekends.

Duties Include:

- Providing sales analytics support leading up to, during, and following the 31st edition of Cinéfest Sudbury International Film Festival;
- Assessing historic and short-term performance of traditional and emerging digital marketing strategies;
- Developing new programming and service based support that ensures Cinéfest is meeting the needs of its audience base and fostering future event growth;
- Analyzing the effectiveness of new programming and providing insights that foster the introduction or expansion of new programming streams;
- Tracking, analyzing, and developing strategies relating to French-language programming and programming focused on / targeted at Indigenous peoples;
- Building customer profiles that foster relationship analysis, management, and dialogue;
- Developing an email database of recurring and passive ticket buyers to develop strategies to convert passive ticket buyers into recurring ticket buyers and to leverage more frequent and meaningful participation with recurring ticket buyers;
- Integrating new and enhanced membership and sales based strategies that allow Cinéfest and partner organizations utilizing the services to diversify and expand revenue streams (ie. Merchandising, donations, gift cards, experience packaging).

Minimum Requirements:

- Unemployed or underemployed (persons under the age of 30);

- Have graduated within the last three (3) years with a degree, diploma or certificate from a recognized post-secondary institution;
- Legally entitled to work in Canada;
- Have not previously participated as a youth intern in FedNor's Northern Ontario Development Program or in any other federal or provincial internship program with pay for a period of six (6) months or more;
- Not related to the directors, officers or managers of the organization
- A strong background in communications and research;
- Excellent written and oral communication skills;
- Ability to work in a fast-paced, deadline-driven environment with exceptional attention to detail;
- Ability to speak and write in French will be considered an asset;
- Must be legally entitled to work in Canada;
- Preference will be given to Northern Ontario youth.

The deadline for interested applicants is Wednesday, January 23, 2019 at 4:00 p.m.

Please submit all applications to [cinifest@cinifest.com](mailto:cinefest@cinifest.com) or in person at the Cinéfest Sudbury office located at 40 Larch Street, Unit 103 in Sudbury, ON.

THIS OPPORTUNITY IS PROUDLY SUPPORTED BY:

