



Festival Outreach Coordinator (In-Cinema)

Fixed-Term Contract | 35 hours/week, July 10 - November 10, 2023 | \$23.15/hr

The **Festival Outreach Coordinator** reports to the Events + Outreach Manager and is responsible for communicating and coordinating with community groups, schools and organizations that wish to attend the 24th annual imagineNATIVE Film + Media Arts Festival. This role will require in-person stewardship of these groups, ensuring their experience of the Festival is warm and welcoming. The ideal candidate will have excellent administrative processes, communications skills and have experience maintaining and updating databases. This position will work cross-departmentally to support teams in data tracking, database organization, email campaigns, targeted outreach and additional duties. This is a hybrid work position, with work taking place remotely and in person at 401 office spaces (Toronto) and events locations to assist with the imagineNATIVE Festival. This position is a great opportunity for individuals to learn more about film festivals, logistics, outreach strategies and community building.

Primary Responsibilities

- Focusing locally, establish relationships with Indigenous and non-Indigenous educators, schools, art organizations, and businesses with the intent to encourage groups to book tickets and come to the Festival
- Research and compile information based on outreach demographics to assist with Festival initiatives, matching initiatives with applicable groups
- Responsible for the outreach to and coordination of community groups as well as local schools and youth groups for Festival screenings; greeting groups at the cinema, providing groups with tickets and assist with way-finding, plus keeping the outreach contact lists up to date
- Research, plan, organize and coordinate the TIFF Street Festival Outreach Booth (consisted of event registration, print material, staff or volunteers recruitment, scheduling, setup and teardown, attendee accommodations, giveaways, decor, entertainment/games, event equipment, promotional materials etc.)
- Working with Excel, Sheets, Google Docs, monday.com and YAMM mail merge.
- Data entry, information gathering and organization of files, materials, and documents.
- Assist with the in-person Festival Special Events as needed (potentially helping with ticketing, crowd control, setup/teardown, reports and relaying all necessary issues or details to the Events Manager)
- Initiate and organize outreach events/activities, assuring appropriateness and encouraging community engagement (ie; in-person presentations/booths)

- Work in collaboration with the Communications Team and interdepartmentally to initiate and publicize internal and external programs and events
- Working with various departments to acquire assets for outreach campaigns and mailouts.
- As some travel may be required, available for day/night trip to a location potentially outside the GTA for outreach events
- Additional Administrative tasks as needed.

Qualifications

- Comfort and familiarity with working with computer systems and applications (Google Workplace, Microsoft office) and processes (training will be provided but adeptness with computers is required)
- Strong, meticulous attention to detail.
- A willingness to be trained and an openness to receive and offer critical, practical feedback on processes and training;
- Excellent communication and motivational skills; Strong writing is a preferred Asset.
- Excellent hosting and hospitality skills
- Self starter, team player and collaborator who is looking to learn and take on new challenges
- High level of professionalism and great communication skills
- A demonstrated interest in the Arts, Film, and Indigenous Communities
- An ability to work independently and as a team in a fast-pace environment that requires multitasking, ability to think creatively and constructively on-the-spot, with a “what else can I do?” attitude.
- Strong interest in Film, Screen-based media and Social Advocacy
- Must have reliable internet and own a computer they are willing to work from
- Access to a vehicle and full drivers license is an asset
- Residency within the Greater Toronto Area an asset
- Must be available the dates of our Festival (October 17 - 29, 2023) and are willing to work on-site for these dates

Submit your cover letter and resume to employment@imagineNATIVE.org with the subject “Outreach Coordinator” by June 15, 2023 at 12:00 PM (noon) ET to apply.

imagineNATIVE is proud to have a dynamic and diverse staff with the majority being Indigenous individuals. We are committed to achieving and maintaining a team that reflects and affirms the diversity of our society and works together in providing a discrimination-free environment, characterized by respect and equity, where people can realize their full potential.

Should you require any accommodations in the application process, please contact employment@imagineNATIVE.org