



Communications Coordinator | 2024 Job Description

Fixed-Term Contract | 35 hours/week | September 2024 to July 11, 2025

Reporting to the Communications Manager, the Communications Coordinator will focus on leading the planning and execution of social media content, maintaining the newsletter, creating visual and video assets for multiple projects and departments, and managing projects such as the creation, design, and approvals of still assets and signage for events, as well as the annual Festival trailer. Duties include writing social media content, creating imagery, and collaborating to determine and fully realize the creative direction of Festival branding. This position may, on occasion, include other duties including (but not limited to) project support for other Communications team roles, onboarding other Communications team members, and training all staff on Communications-related processes.

Primary Responsibilities

Social Media:

- Create, curate, and publish content across imagineNATIVE's social channels working with Facebook, Instagram, Threads, X (formerly Twitter), TikTok, YouTube, LinkedIn, as well as other emerging channels
- Devise social media campaigns and rollout strategies in concert with the Communications Manager, and suggest social media and influencer trends and tools that could positively impact the imagineNATIVE brand while maintaining its authenticity
- Write and create unique and innovative content to promote imagineNATIVE initiatives
- Support imagineNATIVE's outreach by engaging with other organizations and brands (via email, social media, etc) to build mutually beneficial cross-promotional relationships
- Coordinate with artists and influencers to collaborate on imagineNATIVE promotion
- Provide live social media coverage of events and during the Festival

Concept Art + Graphic Design:

- Create visual concept work for multiple departments in alignment with Festival and other curatorial themes, and develop visuals for social media campaigns
- Take the initiative to prompt other departments to collaborate in the creation of graphic and video assets to promote interdepartmental initiatives
- Create still assets and signage for events and for the Festival, and manage the full process and approvals throughout the creation process
- Support the internal and external teams responsible for the Festival Catalogue, digital and print ad management, Festival merchandise design, and other initiatives

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- Review, edit, and distribute visual brand guidelines, and work with other staff to ensure visual consistency across all platforms
- Create public-facing graphics and/or take photos and video for promotional purposes, and develop content utilizing existing assets (videos, photos, graphics, etc)
- Lead approvals processes and meetings for visual, design, and video assets

Festival Trailer Production:

- Be the primary point of contact for coordinating the annual Festival trailer production team and process
- Lead the trailer production process for the imagineNATIVE team by creating project management documents, timelines, budgets, and coordinating (and following up) with internal and external teams to create a smooth workflow
- Schedule meetings with internal and external stakeholders to determine themes, imagery, messaging, and deadlines for the trailer

Reports + Internal Processes:

- Support in training and hiring other members of the Communications team, in concert with the Communications Manager's own onboarding priorities and initiatives
- Present training to all staff on select Communications processes and initiatives
- Compile reports for management and partners/funders showing results (ROI), particularly the post-Festival infographic
- Update the general internal imagineNATIVE slideshow
- Work with Communications Manager and other imagineNATIVE staff to create post-mortem reports following the June Festival
- Organize all Festival and year-round photo and video content on imagineNATIVE's shared Google Drive folders using imagineNATIVE's file naming conventions, and distribute this information to all imagineNATIVE staff

Qualifications

Social Media + Writing:

- 2+ years of experience in social media management and content creation, including generating engagement through marketing, creating innovative social media rollout and promotional strategies, and community management
- Very strong writing and editing skills
- Passion for social media curation and the drive to develop creative ways to advance a brand
- Knowledge of SEO and SEM strategies, the ability to take on a brand voice



- Knowledge of paid social media ad creation, an asset

Graphic Design + Content Creation:

- 2+ years of graphic design experience, creating and developing visuals and assets for brands, and implementing brand guidelines to create content
- Excellent graphic design skills
- A strong eye for design and understanding of information hierarchy, and creating sophisticated designs for promotional materials
- Video editing and production skills, an asset
- Photography skills, an asset

Project Coordination:

- 2+ years of project coordination experience, including meeting deadlines and creating an organized workflow when juggling multiple priorities and communicating across multiple departments and teams
- Meticulous attention to detail and a strong grasp of organizational methods and systems
- Enthusiasm and skill for both leading projects and taking direction, as well as excellent interpersonal communication and teamwork skills

General:

- Experience with multiple platforms (and/or the ability to pick up new technologies quickly):
 - Zoom, Microsoft Office, and Google Suite (including Google Meet, Docs, Sheets, Slides, etc)
 - Project management platforms, i.e. monday.com (or similar such as Asana, Trello, etc)
 - Social media platforms, i.e. Facebook, Instagram, Threads, X (formerly Twitter), TikTok, YouTube, LinkedIn
 - Social media analytics platforms i.e. Hootsuite, Meta analytics
 - Design programs, i.e. Canva, Adobe Creative Cloud suite (Photoshop, Illustrator, InDesign, Premiere Pro)
 - Newsletter platforms, i.e. MailChimp, YAMM
- Motivation to be a self-starter, team player, and collaborator who is looking to learn and take on new challenges as they come, with an ability to work just as well independently as within a team, with an initiative-taking, “what else can I do?” attitude
- Ability to remain level-headed and focused in a fast-paced environment that requires multi-tasking and an ability to solve problems creatively and constructively on the spot
- Experience working in a film festival or events environment, an asset



- Connection to Indigenous communities and organizations, an asset
- Strong interest in film, screen-based media, and social advocacy, an asset
- Knowledge of website design/platforms related to user experience and accessibility, an asset

Additional Details

- Fixed-term employment contract: September 2024 to July 11, 2025, 35 hours/week (with increased hours during the June Festival)
- Must be available to work occasional overtime during and in the lead-up to events and project launch dates, as well as in the lead-up to the imagineNATIVE Film + Media Arts Festival (which takes place annually in June)
- Must be able to work from home in a place with reliable internet and your own computer and smartphone
- Occasional in-office work required at our Toronto office (located at 401 Richmond St W); proximity to downtown Toronto is required for this position
- Occasional in-person/on-site work required at events
- Compensation rate: \$23.15/hour
- Application deadline: seeking an immediate hire; position will remain open until filled

Submit your cover letter, resume, and portfolio (including examples of your social media management work and graphic design work) to employment@imagineNATIVE.org with the subject "Communications Coordinator". We are seeking an immediate hire; this position will remain open until filled.

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 to provide 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.