



Website Coordinator | 2025 Job Description

Fixed-Term Contract | 35 hours/week | February 3, 2025 to June 20, 2025

Reporting to the Communications Manager, the Website Coordinator creates, organizes, and streamlines content for the main [imagineNATIVE website](#) (WordPress) and the [Indigenous Cinema Alliance website](#) (Squarespace), in addition to other imagineNATIVE websites and platforms. This position will also work alongside the Publications + Archives Coordinator on the development and launch of imagineNATIVE's digital archive/artist directory project and other projects related to the 25th imagineNATIVE Film + Media Arts Festival (which will take place in June 2025). The Website Coordinator will work across imagineNATIVE departments and closely with the Communications department, as well as with third-party contractors.

Primary Responsibilities

- Input and update all website content in advance of the 2025 imagineNATIVE Film + Media Arts Festival, including coordinating a smooth process to sync event information from our ticketing platform and building our online digital and interactive works platform, iNdigital Space
- Update, copy edit, and create content on the imagineNATIVE websites (WordPress, Squarespace, Shopify, etc) as required, proactively reaching out and collaborating across all departments to ensure information is current, relevant, and clearly communicated
- Lead the imagineNATIVE archive/artist directory project from start to finish and collaborate with imagineNATIVE's Communications Manager, Publications + Archives Coordinator, other imagineNATIVE staff and leadership, and external teams, including but not limited to website developers, funders, and artists
- Serve as a direct liaison between imagineNATIVE staff, web development teams, third-party contractors, contributors, artists, and others directly involved in projects
- Work with the Communications department to optimize the content and structure of all imagineNATIVE websites and digital platforms to ensure the ease of users' digital wayfinding
- Working with third-party contractors to implement systems, update processes, and design elements along with integrating our ticketing and streaming sites, and our accessibility beacon
- Leading the testing process for major website updates, ensuring the project timelines support the necessary degree of thoroughness in testing the website, using participants from a variety of backgrounds and technical knowledge to test and provide feedback on updates

- Pulling and reviewing data from Google Analytics and other analytics tools to make data-driven strategic recommendations
- Reviewing feedback from audience feedback reports and post-mortem information to optimize imagineNATIVE's websites and the user-friendliness/accessibility of the websites' content and pathways
- Optimizing all sites to ensure they are compliant to web accessibility requirements set out by the Accessibility for Ontarians with Disabilities Act (AODA) and our organizational mandate, providing relevant recommendations to the Communications department and other imagineNATIVE departments to improve the accessibility of our offerings
- Collaborate on the creation, publishing, editing, and maintenance of all imagineNATIVE websites and multiple digital platforms, scheduling and publishing content for launches with social media posts, press releases, newsletters, etc in concert with the Communications department's announcements and strategy
- Support in the writing and publishing of event descriptions and other posts, as required
- Identifying and sharing digital trends, opportunities, and tools that could positively impact imagineNATIVE
- Support in the promotion of content through various advertising tools and channels (e.g. Facebook Ads, Google/YouTube Ads)
- Put advance measures in place to prepare for post-Festival updates reflect the Festival's closing (and transition into the promotion of upcoming initiatives) in a professional and timely manner
- Evaluate and identify successes and areas for improvement in completing a post-mortem report, including recommendations in the interest of improving future Festivals and the organization as a whole
- Create training materials to ensure a smooth transition for any future Communications staff to maintain website improvements

Requirements

- 2+ years experience website development and management, with knowledge in coding, and optimizing functionality, preferably for an arts organization
- Meticulous attention to detail and a strong grasp of organizational methods and systems
- Demonstrated success optimizing existing content on WordPress, Squarespace, other platforms, and custom-created websites, and creating new content to promote engagement
- Demonstrated success in project management as a resourceful problem-solver, with experience advising on data-driven strategic moves in a creative environment
- Excellent writing and editing skills
- Understanding of website design/platforms related to user experience and accessibility
- Comfort and familiarity with working with applications such as Zoom, Microsoft Office, and Google Suite (including Google Meet, Docs, Sheets, Slides, etc)

- Experience with project management platforms such as monday.com, Asana, Trello, etc and/or the ability to pick up new technologies quickly
- Enthusiasm and skill for both leading projects and taking direction, as well as excellent interpersonal communication and teamwork skills
- 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 environment and a demonstrated interest in Indigenous film, arts, and culture an asset
- Strong interest in film, screen-based media, and social advocacy an asset
- A strong eye for design and understanding of information hierarchy an asset
- Adeptness with design programs such as Canva and the Adobe Creative Cloud suite (Photoshop, Illustrator, InDesign, Premiere Pro) an asset
- Experience with social media content creation and community management an asset

Additional Details

- Fixed-term employment contract: February 3, 2025 to June 20, 2025, 35 hours/week
- Must be available to work occasional overtime during and in the lead-up to events and project launch dates
- 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)
- Occasional in-person work required at events
- Compensation rate: \$24/hour
- Application deadline: January 15, 2025 at 11:59 PM ET; position will remain open until filled thereafter

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.