



Communications Administrative Assistant

The Communications Assistant will support the Communications team in planning, executing, and reporting on all social media and communications-related initiatives. The training provided will cover social media post creation and analysis of social media analytical data, newsletter creation and publishing, minor website editing and management (using WordPress), as well as Public Relations work including publishing press releases on the website and on social media, and some light graphic design work.

Primary Responsibilities

- Develop innovative and relevant content promoting imagineNATIVE initiatives (i.e. year-round events, giveaways, stories, screenings, our annual Festival, etc)
- Creating and curating content on social media platforms including Facebook, Instagram, Threads, X (formerly Twitter), TikTok, YouTube, LinkedIn, Letterboxd, as well as other emerging channels
- Actively monitor our social community
- Collect and collate on impressions and other visitor data across all social channels to report on key analytics (i.e. demographics, engagement, impressions, etc)
- Utilize imagineNATIVE's content calendar to publish consistent content and promote content through social advertising (e.g. Facebook Ads)
- Engage with other brands, bloggers, well-connected followers, pundits, thought leaders, and other influencers that are aligned with our brand and business goals as necessary to enhance social media strategies
- Spot new social media and influencer trends and tools that could positively impact our business, and provide counsel to marketing leadership about noteworthy opportunities
- Create newsletters year-round and in the lead-up to the Festival; including working with the Guest Services team to coordinate email communications with guests and passholders
- Compile reports for management showing results (ROI)
- Develop content utilizing existing assets and be able to create new assets (videos, photos, graphics, etc)
- Take photos and/or video and be able to create public-facing graphics to promote imagineNATIVE and our initiatives

- Work with Communications Manager and other imagineNATIVE staff to create post-mortem reports following the June Festival
- Support and supervise Communications-related volunteers and third-party teams (e.g. photography/videography teams) at events including at the 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
- Coordinate the approvals process between imagineNATIVE staff and the videography team
- Coordinate the creation and rollout of the post-Festival audience survey
- Work on verification process for imagineNATIVE on social media platforms and develop imagineNATIVE's profile on other platforms (i.e. Google Business, Wikipedia, etc)
- Support the Communications team in engaging with imagineNATIVE's audience via comments, direct messages, and other methods of engagement
- Support the imagineNATIVE staff team at in-person events (primarily in and around Toronto)

Additional Details:

- Fixed-term Contract: April 1, 2025 - March 31, 2026
- 35 hrs week Wage: \$23.15/hr
- Deadline: March 14, 2025

Potential candidates must be First Nations, Inuit or Metis and reside within the GTA. Must be registered or eligible to register with Miziwe Biik Aboriginal Employment and Training. Non-registered candidates can contact reception@miziwebiik.com to set up an appointment.

Submit CV/resume and cover letter to employment@imagineNATIVE.org with the subject "Institute Administrative Assistant." Should you require any accommodations in the application process, please contact employment@imagineNATIVE.org.