



Communications Assistant

The Communications Assistant will support the Communications team in planning, executing, and reporting on all social media and communications-related initiatives. The Communications Assistant will assist in coordinating Festival photography and videography schedules, social media post creation and analysis of social media analytical data, writing and copy editing for various platforms (social media, the imagineNATIVE newsletter, the website), as well as other work to support the Communications department as needed.

Primary Responsibilities

- Coordinate the schedules of Festival photographer and videographer teams as well as the schedules of videography interviews
- Develop innovative and relevant content promoting imagineNATIVE initiatives (i.e. year-round events, giveaways, stories, screenings, our annual Festival, etc)
- Create, curate, and manage published content across imagineNATIVE's social channels working with Facebook, Twitter, Instagram, TikTok, YouTube, other emerging channels and using publishing platforms such as Hootsuite
- 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)
- Analyze and interpret key metrics, learn, and optimize strategy as needed
- Utilize imagineNATIVE's content calendar to publish consistent content and promote content through social advertising
- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising social media, content marketing, SEO, and social advertising campaigns
- Engage with other brands, bloggers, well-connected followers, artists, 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
- Compile reports for management showing results (ROI)
- Work with imagineNATIVE's public relations team to coordinate the publication of press releases and social media announcements
- Write and edit copy for various audiences and platforms (social media, the imagineNATIVE newsletter, the website)

- 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

Requirements

- 2+ years experience assisting in managing social media channels, preferably for an arts/Indigenous organization
- A keen eye for and attention to detail
- Demonstrated success driving highly-engaged social campaigns, and overseeing content, audience growth, and engagement across social channels
- Strong, effective writing and verbal communication skills
- A passion for creative work and innovative content creation
- Demonstrated success in project management
- Knowledge of Indigenous communities, artists, and their social networks
- Ability to follow direction and to determine and follow through on next steps, as well as the ability to take initiative
- Ability to work equally well independently and in a team environment
- Familiarity with principles of SEO including Google Analytics, an asset
- Aptitude in photography, photo/video-editing skills, an asset
- Ability to create engaging content using applications (such as Canva, etc), an asset
- Ability to use Adobe Creative Cloud programs (Photoshop, Illustrator, InDesign, Premiere), an asset
- Bachelor's Degree in PR, Communications, Marketing, Journalism, or a related field, an asset
- Must be available to work overtime hours approaching and during the dates of our June Festival (which will take place June 2-7, 2026 in Toronto and June 8-14, 2026 online)
- Must be able to work from home with access to reliable internet and your own computer and smartphone

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: 35 hours/week (April 27, 2026 to June 19, 2026)
- Must be available to work occasional overtime during and in the lead-up to event, including the annual festival 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: \$23.15/hour
- Application deadline: April 12, 2026 at 11:59 PM ET; position will remain open until filled thereafter

To apply, submit your cover letter and resume to employment@imagineNATIVE.org with the subject “Communications Assistant.” Should you require any accommodations in the application process, please contact employment@imagineNATIVE.org.

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.