

OFFA Marketing Coordinator

The OFFA **Festival Marketing Coordinator** is responsible for Social Media management working with the Marketing Manager, as well as the distribution of all marketing materials, assisting with the setup of, and attending all, pre-festival promotional events, and coordinating marketing and communications and Social Media, for the upcoming 10th anniversary festival in June, 21-27th June, 2023. The Marketing Coordinator also supports OFFA's community outreach strategy, promotional campaigns, grassroots efforts, and community building in order to increase regional awareness and boost attendance (ticket sales).

REPORTING RELATIONSHIP

- Manager of Marketing/Sponsorship OFFA, who reports to Board of Directors Marketing Representative

SUPERVISORY RESPONSIBILITIES

- Interns and student volunteers, as needed

PRIMARY DUTIES & RESPONSIBILITIES

- **Community Outreach**
 - Work with the Manager, Marketing to identify special-interest groups and cultural communities related to their assigned collection of films and programs.
 - Must be onsite for the full live festival from June 21 – 25th, as needed, plus must attend all live meetings in Oakville for the festival
 - Create and maintain a schedule for outreach activities.
 - Attend and manage set up for any pre festival marketing events including live outdoor screenings (dates TBC) and Oakville downtown events
 - Manage volunteer Street Team distribution of materials and presence at community events.
 - Executive Social Media Campaigns for festival on Instagram, Facebook, Linked In, and Tik Tok social media sites
 - Assist with copywriting, proofing, and updating as needed.
 - Other duties as required.
- **Marketing Collateral**
 - Distribute the Festival trailer, programmes, and promotional materials to audiences, community partners and /or sponsors as needed
 - Coordinate the distribution of the Festival Programming Guide.
 - Help to distribute all print and electronic promotional materials; flyers, newsletters, film posters (provided by filmmakers), etc.

QUALIFICATIONS

- Ability to take initiative, employ good judgment, and manage projects from beginning to end
- Excellent digital skills, including Social Media knowledge and ability to work on multiple platforms
- Excellent communication skills
- Social Media management including Instagram, Facebook, Twitter, Tik Tok
- Exceptional ability to manage details and to multitask in a fast-paced environment
- Ability to meet deadlines and to anticipate next steps or needs
- Ability to work independently and as part of a team
- A bachelor's degree in Marketing and/or Film or Communications, or equivalent work experience.
- Possess strong working knowledge of email marketing applications.
- an understanding of basic layout and graphic design principles, experience using Canva a bonus, and video editing skills a bonus

EMPLOYMENT DATES

- May 10th – July 17th 2023 (may extend for 6 more weeks) Hours: 30 hours a week (full time for 10 weeks) Access to vehicle a bonus, must be able to attend meetings and get to events