

Student Position – Social Media Intern

Location: Toronto, (Hybrid)

250 Front Street, Suite 9C200, Toronto, ON M5V 3G5

Compensation: \$18.20/hour for an 8-week contract. Possibility of employment extension at the end of the contract.

Summer opportunity for students! Do you have a keen interest in Media, Film, and the Arts? Reelworld Screen Institute is celebrating our 25th anniversary and wants you to help make it our best year yet. We support Indigenous filmmakers living in Canada, and Canadian filmmakers of colour. We specialize in providing professional development programs for individuals in the screen, film, and TV sectors, and we proudly host the renowned Reelworld Film Festival, showcasing stories by racialized Canadians.

This is your chance to gain invaluable insights into the inner workings of a prestigious and diverse Toronto film festival and screen institute. Plus, with the conclusion of the CSJ Agreement, there's potential for a permanent position to be extended to exceptional candidates.

Tasks and Responsibilities:

Social Media Content Creation and Graphic Design:

- Monitor social media trends and propose fresh content ideas.
- Create visually appealing graphics for social media posts, monthly newsletters, and the Reelworld website.
- Assist with graphic elements for video editing and other multimedia tasks as needed.

Digital Marketing:

- Assist in executing digital marketing campaigns (email, social media, and paid ads)
- Track and report post-performance metrics from marketing initiatives.
- Help with SEO optimization and website updates.

Administrative Tasks:

- Support various administrative-related duties such as:
 - Managing asset libraries
 - Updating the content calendar
 - Coordinating marketing deliverables

Represent and align with Reelworld's values, mission and goal to provide opportunity to showcase, and provide professional development to Canadian media artists, talent, and filmmakers identifying as Black, Indigenous, People of Colour.

- Always work closely within the communications and marketing team guidelines to ensure consistency in Reelworld messaging and branding

To be eligible, you must be:

- Between 15 and 30 years of age at the start of the employment
- A Canadian citizen, permanent resident,
 - Have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.

Supervision:

You will be remotely supervised by the Communications and Public Engagement Manager. New tasks will be explained and demonstrated. Once you demonstrate understanding and competency, you will be given time to complete tasks. At the end of each week, the supervisor will check the work and offer feedback and direction.

In their role as Social Media Intern, the student must display understanding of the extent of responsibilities including boundaries established by supervisor; develop an open, honest and mutually respectful relationship with supervisor; perform delegated tasks appropriately and effectively; integrates learning; uphold industry best practices if and when applicable; notify the supervisor and staff in a timely manner of roadblocks in task completion.

At the end of the work term, there is an opportunity for the Communications and Public Engagement Manager to conduct a formal performance evaluation with the student and provide the student with a written report and reference letter.

Mentoring plan:

Team mentoring:

This methodology facilitates learning in a team. All parties articulate mutual learning goals and work simultaneously in the process to fulfill the mentee's learning goals. The student will undergo workplace orientation and job-related training and will then be assisted by the team. Following the training, the student and the Reelworld team will discuss their mutual goals for the term of employment. The Reelworld team and the student will work together to fulfill the mentee's learning goals and the Reelworld objectives. The mentors will then have daily contact, on-site and/or remotely, with the student for the remaining weeks. Mentors are trained on best practices to promote problem-solving and decision-making skills.

One-on-one mentoring:

The student will also have the opportunity to work closely with key staff, to promote self-esteem, problem-solving and decision-making skills in the student and to further the summer student's understanding of the needs and goals of Reelworld and the Canadian Artistic landscape.

Main Skills Developed During this Placement:

Graphic Design, Social Media Marketing, Digital skills, Trendspotting, Teamwork, Communication, Writing, Analytical Skills, Administrative Skills, Organizational Skills

Career-related Work Experience during this Placement:

Graphic Design, Marketing, Communications, Front End Web design

Applicants must have a good sense of design and a passion and ability for creating beautiful graphics and design elements. Applicants may assist with Reelworld digital marketing including newsletters, social media posts, website maintenance, graphic design, and so on. The applicant will gain first hand experience in digital and traditional marketing. Leading up to the festival, Reelworld runs an intensive marketing campaign on a very small budget. We combine digital marketing and innovative grassroots partnerships to drive awareness and sales. Students can use their skills in graphic design, social media, web design, as well as get the chance to test out new ideas of their own.

Project management

In their role, students may assist and learn to design working schedules while assessing the risks and deliverables of established programs. During the work term, the employee can learn to prioritize tasks and complete projects with different contingency plans.

Administration

Applicants may be asked to provide administrative support including data entry, website maintenance, video editing and managing a social media calendar. They may also take notes at Programming Committee meetings, Transfer archival analogue films to digital formats and ensure quality control.

Please email your resume and cover letter to natalie@reelworld.ca