



COMMUNICATIONS MANAGER

(Full-time, Permanent)

Salary is \$55,000 to \$65,000 commensurate with years of experience

Position is based in Toronto. The successful applicant will need to be located in Toronto and able to manage a hybrid work schedule

Reelworld Screen Institute & Reelworld Foundation

Reelworld was founded in 2000 by award-winning actress and producer Tonya Williams to advance opportunities for Indigenous peoples and Canadians in the screen industries who are Black, Asian, South Asian, and People of Colour by providing professional development and advocating for racial equity in Canadian content and production. Reelworld Screen Institute, a non-profit, provides training programs and presents the acclaimed Reelworld Film Festival, which celebrates stories by racialized Canadians. Providing access to opportunities is core to Reelworld, and Access Reelworld is Canada's leading hiring platform for racialized crews and talent. Reelworld Foundation, a registered charity, is transforming the industry by creating mechanisms that hold systems accountable for greater equity.

Communications Manager

As the ideal candidate for this position, you bring senior management experience in the arts and not-for-profit sector. Reporting to the Executive Director, the Communications Manager is responsible for creating an impactful internal and external communications strategy in alignment with the organization's overall goals.

Key Responsibilities

- Create and support the development and implementation of a communications plan that supports the organization's core mission and values, increases visibility of the organization's brand, and aligns with its public relations goals, messaging, positioning, and marketing initiatives. Analyze and interpret key metrics, learn, and optimize strategy as needed; and compile ROI reports for executive director and board.
- Manage Reelworld's PR: Draft and internally circulate public announcements and press materials for review; distribute press materials locally and to national and international media; Have direct oversight over media Releases and handle all PR including hiring publicists and media partners; Organize media previews and facilitate interview requests as needed.
- Develop targeted communication approaches/campaigns and relevant editorial content across communication platforms (media releases, print, social, newsletter, website, etc.) in collaboration with team members in other departments; Manage the monthly newsletter including soliciting and editing content from team members, creation of content, formatting, distribution, and audience tracking; Manage the social media channels which includes editing posts by colleagues and collaborators, as well as generating posts in collaboration with team

members; Manage the organization's website including all content and updates, which includes copywriting, editing content by colleagues and collaborators, as well as generating content.

- Work with our partners to ensure that all are aware of the organization's activities, that all partnership deliverables are completed, and that cross-promotion is active whenever appropriate. Produce relevant communications documents (post - event reports, sponsorship flyers, press packages, and so on); Contribute to building sponsor experience at Festival and other relevant events
- Maintain communication archives: Collect and maintain a database of video clips, images, captions, and credits to promote the organization and its programs, ensuring all are cleared for use; Collect and maintain a database of all press coverage.
- Monitor and keep an eye on racialized and indigenous creatives with a focus on filmmakers + Media Arts professionals, like-organizations and other racial equity seeking events in order to keep abreast of industry news and spot new social media trends/tools that could positively impact our business

Required Skills and Experience

- Minimum of 3+ years progressive experience in communications or related role within an arts organization, pr company or equivalent experience
- Post-secondary degree or related experience in Marketing, Public Relations and/or Communications or another equivalent field
- Exceptional English writing and editing skills including an editorial voice and proven experience guiding messaging
- Holding strong, existing relationships with entertainment, government and human interest journalists and media professionals
- Experience in supporting the development and implementation of multi-faceted communications plans; Knowledge of digital marketing best practices and experience with promotional campaigns; Experience drafting communications and planning documents, digital content, and media materials from start to finish, including generating editorial content.
- Strong proficiency in MS Word, Excel, Canva, Meltwater, Google Workspace, and Adobe Suite
- Experience in managing direct reports, Superior organizational and resource management skills, Exceptional negotiation skills and ability to work diplomatically with multiple stakeholders.
- Professional manner and "can-do" attitude, with the ability to adapt quickly to change; Adaptable to a flexible work schedule including some evenings and weekends during events.

Application

Please submit your resume and cover letter to hr@reelworld.ca

Your application should include:

A cover letter outlining your suitability for this role, including relevant career experience. Please include a reasoning of your ability to understand Indigenous, Black, Asian and People of Colour in the Canadian screen industries. Additionally, please include the salary range you are seeking.

No phone calls please.

Applicants will be reviewed immediately until the role is filled.

Applicants with disabilities who are qualified and selected for an interview will be accommodated upon request.

Reelworld Screen Institute thanks all those that apply. However, only those applicants selected for an interview will be contacted.

Candidates must be either Canadian, permanent residents, or have an existing work visa