

## Social Media & Communications Coordinator

THIRD ACTION Film Festival's mission is to offer audiences an entertaining and educational experience that redefines the narrative around aging and creating an age-positive culture shift through films and talks.

The festival is a 2.5-day showcase of up to 30 films from Canada and around the world. Additionally, THIRD ACTION hosts monthly screenings and other events throughout the year.

This position presents an exciting opportunity to amplify the voice of the festival and inspire engagement with our stakeholders by focusing on THIRD ACTION's social media and digital content.

The Social Media & Communications Coordinator:

- Creates and manages THIRD ACTION's public profile on social networking sites (Facebook, Twitter, Instagram, LinkedIn, Buffer)
- Contributes to the organization's digital marketing strategy and ebranding by creating a variety of compelling content across all digital platforms with the goal of attracting visitors and engaging the community through social media channels
- Works to maximize web traffic and track statistics
- Works with the Executive Director to develop materials for use in communications and marketing
- Plans, creates, and produces pictures and graphics materials using computer graphics software packages or other media
- Schedules all social media content on social channels
- Creates and sends out regular newsletters through Mailchimp including tracking analytics and sending out regular surveys to audience members

**The ideal candidate for this position will fulfill the following qualifications:**

- Intermediate knowledge of all social media platforms, including: Facebook, Twitter, Instagram, LinkedIn, Buffer and YouTube
- Minimum 2 years of experience working in a digital landscape
- Basic/Intermediate computer skills in the Office 365 suite (Excel, PowerPoint, Word, etc)
- Advanced writing skills with superior vocabulary; ability to express yourself, excellent grammar, and sharp attention to detail
- Excellent communication, interpersonal, and customer service skills
- Positive attitude, willingness to learn and ability to work in a team environment
- Ability to work independently and in collaboration with other team members

**Nice to haves:**

- Proficiency in Canva and Jotform
- Knowledge of arts and culture

**Additional Details:**

- This is a part-time 5-20 hours/week contract position.
- There are seasonal fluctuations with the peak season being March through May.
- \$20/hourly rate.
- Must have regular access to a computer and the internet. If this is a barrier, please inform us during the interview process.
- This is currently a work from home position with flexible hours.

Please address your cover letter to the Executive Director and submit via email to [mitzi@thirdactionfilmfest.ca](mailto:mitzi@thirdactionfilmfest.ca) by October 31, 2021.