

Inside Out



Marketing and Outreach Summer Student

Inside Out is a not-for-profit registered charity that has brought LGBTQ communities together in celebration of the best queer film from Canada and around the world for over 25 years. Through our annual Festivals in Toronto and Ottawa, our filmmaker development initiatives, our year-round events and screenings, Inside Out challenges attitudes and changes lives every day.

The Marketing and Outreach Assistant will work closely with the Marketing and Outreach Manager to build new audiences and drive attendance for the 2017 Toronto LGBT Film Festival (May 25 to June 4). The primary responsibility of the Marketing and Outreach Assistant will be two-fold. They will assist in the management of Inside Out's social media feeds and generate content as needed. They will also work to strengthen and build relationships with community organizations as it relates to the Inside Out for All program and other accessibility initiatives.

The Marketing and Outreach Assistant is an exciting opportunity to work in a fast-paced Festival environment. We are seeking an energetic, thoughtful and creative team player who is passionate about film and culture.

Responsibilities

- Assisting in social media management - maintaining social media calendars, generating content, scheduling, monitoring and reporting
- Audience outreach in underserved communities, as it relates to Inside Out for All and other community-oriented initiatives
- Public relations - helping with media monitoring
- Copywriting - blog posts, collateral, eNewsletters, web copy etc.
- Work with our Marketing and Outreach Manager to create new campaigns and strategies through social media
- Assist in creating engaging campaigns for email marketing, blog posts, newsletters, print campaigns, landing pages, ad copy and content
- Assist in the development and execution of marketing & sales programs to promote services in a designated area and ensure success of each marketing campaign
- Track progress to deliverables and action items
- Manage outreach files (including setting up and maintaining online files in Google Drive, Dropbox, etc.).

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We're looking for candidates with:

- 1-2 years of experience in marketing, communications and/or community outreach
- Excellent interpersonal skills and the ability to build long-lasting relationships
- The ability to juggle multiple tasks and tight deadlines
- Strong writing and editing skills
- High self-motivation
- Takes initiative to support new projects/tasks and learn new skills
- Must be a self-starter who is creative and can think outside the box
- Experience in direct marketing, promotions, sales, network marketing and related fields is an asset
- Excellent organizational skills to function effectively under time constraints and within established deadlines, with particular attention to detail
- Excellent written and verbal communication skills
- Photography skills and a working knowledge of Adobe Photoshop and InDesign are an asset

Eligibility

- between 15 and 30 years of age at the start of the employment;
- registered as a full-time student in the previous academic year and intend to return to school on a full-time basis in the next academic year;
- a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act; and,
- legally entitled to work in Canada in accordance with relevant provincial/territorial legislation and regulations.

Interested candidates should send a resume and cover letter as a single PDF file, indicating your earliest start date. Please do not embed cover letter in body of email. All applications should be emailed to: clayton@insideout.ca.

Inside Out is committed to access and equity, which includes a commitment to achieve diversity among its staff, board and other volunteers. We encourage applicants who reflect the broad diversity of the LGBT communities and communities that we work with, in particular those who are members of the Aboriginal, ethno-racial and trans communities. We thank all candidates for their application however only those candidates who have been selected will be contacted for an interview.