

**INSIDE OUT TORONTO 2SLGBTQ+ FILM FESTIVAL JOB OPPORTUNITY
Sr. Manager Marketing and Communications (Full-Time, Permanent)**

Inside Out, presenter of the annual Toronto 2SLGBTQ+ Film Festival, is seeking a qualified candidate for the key full-time role of Sr. Manager, Marketing and Communications

Inside Out

Sr. Manager, Marketing and Communications – Job Description

TITLE: SR. MANAGER MARKETING AND COMMUNICATIONS	
REPORTS TO: Executive Director	SUPERVISORY RESPONSIBILITIES: Social Media Coordinator, Design Team, Contractors, Interns
SCHEDULE: 40 hours/week. Full-time, Permanent Position. Work schedule requires expanded hours and flexibility during peak periods.	
<p>GENERAL SUMMARY: The Sr. Manager. Marketing and Communications is responsible for the development and execution of marketing and communications strategies for Inside Out and its initiatives. Working closely with the Executive Director, Leadership team, and Marketing Committee, the Sr. Manager, Marketing and Communications develops, executes and evaluates the annual marketing and communications plans for Inside Out’s slate of programs, including the Toronto 2SLGBTQ+ Film Festival, Year-Round Programming, Ottawa 2SLGBTQ+ Film Festival, Fundraising and Development Campaigns, Community and Educational Programming, and Industry Initiatives. The Sr. Manager. Marketing and Communications supports communications with the festival’s key stakeholders to ensure integration of partnership marketing across all platforms.</p> <p>The Sr. Manager. Marketing and Communications position is an exciting opportunity to contribute leadership to a dynamic organization and team – collaborating with people who are passionate about film and our 2SLGBTQ+ communities. We are seeking an energetic and innovative marketing professional with a range of knowledge and experience; a solutions-based team player with a positive attitude, exceptional communication skills, and a passion for connecting artists and communities.</p>	
DUTIES and RESPONSIBILITIES:	
<p>Marketing + Advertising:</p> <ul style="list-style-type: none"> ● Develop an annual marketing plan for the organization that incorporates strategies for Inside Out - Toronto and Ottawa Festivals and all other ongoing initiatives and events, in consultation with the Executive Director, and Leadership team ● Research and develop advertising and promotional strategies in line with organizational and departmental budget, working closely with Development and Programming Depts., sponsors, in-kind and media partners to increase scope and reach ● Deliver clear directives to the Social Media Coordinator, internal/external Designers, to ensure consistency of strategy across all platforms ● Be knowledgeable of fundraising campaigns and organizational programming, 	

- Monitor and report the stats and results of all marketing and advertising campaigns

Communications:

- Responsible for communication strategies on Inside Out platforms: website, Social Media feeds, and e-newsletters in partnership with applicable departments
- Manage the Communications critical path, year-round
- Liaise with the Festival's contract publicist, in conjunction with the Executive Director and Leadership team, including developing, reviewing and approving press releases and press outlets
- Hire and manage communications and marketing contract staff,
- Collaborate with the Director of Development in creating and distributing materials for annual fundraising campaigns
- Establish and execute a communications plan for the festival's Youth Programs, including development of materials and outreach to educators

Brand Management

- Coordinate the development of key organizational messaging and brand voice across in-person and digital platforms with the Executive Director, and Leadership team
- Develop creative briefs in alignment with the strategic direction and in partnership with the ED and Director of Programming for our Designers
- Manage all brand assets across the organization
- Approve brand alignment and visibility at all organizational events to maximize the Festival and event experiences
- Maintaining consistent use of brand guidelines for by all internal and external stakeholders and festival partners

Partnership Management

- Oversee the creation of community partnership pitch and proposal materials, working closely with the Executive Director and external designers
- Oversee the fulfillment of marketing deliverables within all sponsor and partner agreements, including recognition at events, social media plans, and marketing assets
- Participate in ongoing communications with corporate, industry and community partners and ensure proper communication of partnership deliverables with staff team
- Work closely with the Executive Director and Leadership team on supporting the development of new prospects for corporate, industry and community partnerships
- Develop a revenue model for Inside Out advertising space
- Leads the Coordination of Community Partnerships program of the Toronto festival

General Management:

- Act as staff liaison for the volunteer Marketing Committee of Inside Out's Board of Directors.
- Develop, monitor and report on the annual marketing budget
- Represent and Activate communications strategies at Inside Out at events and at the Festival
- Supervise all marketing and partnerships staff, contractors, and interns

Other related duties and projects generally considered to be within the job category may be assigned

MINIMUM REQUIREMENTS:

- 5+ experience in marketing and/or advertising, ideally in a similar role
- Experience in a non-profit organization and / or experience working in the 2SLGBTQ+ communities

- Experience developing marketing plans, executing integrated marketing campaigns and knowledge of current marketing methods
- Experience in managing a team
- Excellent written and verbal communication skills
- Experience working with sponsors, funders, donors, and other non-profits
- Solid understanding of new trends in digital and social media marketing
- Genuine interest in and knowledge of film and the film industry
- Experience in brand development and management
- Knowledge of media/public relations practices
- Strong planning and execution skills with an attention to detail and time management
- Dynamic, creative thinker with the ability to work independently and effectively lead a team

COMPENSATION: \$50,000 - \$60,000 DOE, full benefits package, flex time, additional non-compensation benefits to be discussed.

DEADLINE FOR APPLICATIONS: 5:00 PM EST, WEDNESDAY, January 5th

Interested candidates should send a resume and cover letter as one PDF document, indicating where you saw the posting, to: inside@insideout.ca
Please put “**YOUR NAME – Sr. Manager Marketing and Communications**” in the subject line of the email.

** Successful candidate must be available to start no later than **JANUARY 31, 2022**
Inside Out thanks everyone in advance for their interest. Only those selected for an interview will be contacted. No phone calls please.

**Inside Out offices are currently closed, the candidate will be working from home, moving into hybrid home + office (health and safety permitting) in the Spring of 2022 (proof of vaccination required).

Inside Out is committed to access and equity, which includes a commitment to diversity and inclusion among its staff, board and other volunteers. We strongly encourage individuals who reflect the broad diversity of the 2SLGBTQ+ communities that we work with to apply.