Inside Out

EMPLOYMENT OPPORTUNITY **SOCIAL MEDIA & MARKETING COORDINATOR**

Inside Out
Inside Out presents the annual Toronto 2SLGBTQ+ Film Festival. It is the largest event of its kind in Canada. For 10 days, the Festival presents screenings, artist talks, panel discussions, youth programming, installations and parties that showcase more than 100 films from Canada and around the world.

Position Summary
Inside Out is seeking a Social Media & Marketing Coordinator to support the Marketing Director in executing engaging and strategic campaigns that amplify Inside Out's programs and brand. This role is ideal for someone who loves storytelling, thrives in a fast-paced festival environment, and can take direction and run with it from concept to completion.

The Coordinator will focus primarily on social media, e-newsletter copywriting, and digital content creation, working within established brand guidelines to help bring Inside Out's voice and visuals to life. The Marketing Coordinator will also support community partnership relations, fostering collaborations with local organizations, and assist with other marketing-related tasks as needed.

Job Description

Job Title: Social Media & Marketing Coordinator

Reports to: Marketing Director

Timing & Hours: Part-time (20h/wk) from January 11 to March 5, 2027 and full-time (37.5h/wk) from March 8 to June 18, 2027.

Compensation: The position offers an hourly rate of 24.00/hr.

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Key Responsibilities

Digital & Social Media

- Support the Marketing Director in day-to-day campaign execution and content scheduling.
- Develop, plan, and post content across Inside Out's social channels (Instagram, Facebook, LinkedIn, Threads, TikTok, etc.).
- Write engaging and on-brand copy for social media, newsletters, and promotional materials.
- Maintain a consistent voice and look across all platforms, following existing brand and design guidelines.
- Use Canva and/or Adobe Creative Suite to edit and design simple, on-brand social and digital assets as needed.
- Track analytics and engagement across platforms to inform future strategies.

Marketing & Communications Support

- Assist with website updates, event promotion, and sponsor/partner deliverables.
- Coordinate with internal teams to gather content, assets, and information for marketing materials.
- Support the development and distribution of e-newsletters and promotional campaigns.
- Provide marketing support during the annual Festival and special events, including on-site coverage and content capture.

Qualifications

- 2–3 years of experience in marketing, communications, or social media (experience with film festivals or arts organizations is an asset).
- Excellent writing and editing skills with an adaptable tone of voice.
- Proven experience creating and scheduling content across major social media platforms.
- Working knowledge of Canva and/or Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Strong attention to detail, organization, and ability to manage multiple deadlines.
- Comfort taking direction and independently executing assigned tasks.

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- Familiarity with email marketing platforms (e.g., Mailchimp, Flodesk) and basic analytics tools (Meta Business Suite, Google Analytics, etc.).
- Passion for film, arts, and 2SLGBTQ+ communities.

Bonus Skills

- Photography/videography or short-form video editing experience.
- Experience with paid digital ad campaigns or boosting posts.
- Comfort with CMS platforms (e.g., WordPress).

Working Environment

- Hybrid position, with in-office work required Tuesday through Thursday, and remote work permitted on Mondays and Fridays.
- Part-time (20h/wk) in lead up to Festival from January 11 to March 5, and then full-time (37.5h/wk) from March 8 to June 18, with flexible scheduling during the Festival period.
- Must be available to work some evenings and weekends, especially during event and festival dates.

Application Deadline: November 25, 2025
Please note that we will be reviewing applications as they come in and scheduling interviews with selected candidates at the earliest opportunity.

Application Process:
Interested candidates should upload a resume and cover letter as one PDF document here.
Please include a link to your portfolio.

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 2SLGBTQ2+ communities that we serve.

For more information about Inside Out, please visit our website at www.insideout.ca

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