



Project Communications Coordinator

Location:	Lunenburg, Nova Scotia
Start Date:	April 24, 2022
Duration of Contract:	32 weeks
Rate of pay:	\$16.50/hr (35 hrs/week)
Reports to:	Executive Director
Key Relationships:	Executive Director and Programming Team

THE ORGANIZATION

Lunenburg Doc Fest showcases documentary films that entertain, educate and inspire, creating a cultural experience and place of connection between filmmakers and film enthusiasts in the UNESCO World Heritage site of Lunenburg, Nova Scotia.

THE OPPORTUNITY

The Project Communications Coordinator will train and work with the Executive Director, Programming Team, and select volunteers in Lunenburg. The Coordinator will provide vital support to ensure the success of the festival and new program strands for emerging filmmakers, off-season screenings, outdoor screenings, and other tasks involved with promoting and supporting a blended online and onsite film festival and conference. We seek a motivated individual to be a part of our growing team and charity arts organization. Creative thinking, strong attention to detail and a collaborative attitude are key. The ideal candidate will manage and meet deadlines, have the ability to respond to fast-changing priorities, and is a self-motivated team player with a cooperative attitude who brings positive energy to work.

KEY AREAS OF RESPONSIBILITY

- Create and track social media content, engage with audience and respond to inquiries and comments
- Provide general website administration support including updating content
- Draft emails, event invitations, newsletters, and sponsor advertisements
- Create and implement targeted community, audience and industry outreach campaigns
- Assist in analyzing box office data and responsively adjust plans and campaigns as needed
- Assist in developing copy for program guide and event marketing
- Ensure email contact lists are up-to-date
- Work closely and collaboratively with colleagues across the organization to provide communications support for all film, education and industry conference programming
- Coordinate and activate cross-promotions with industry organizations, local businesses, etc.
- Promote and coordinate program guide advertising
- Create simple graphics and promotional materials such as flyers, handbills, banners, etc
- Media outreach including print, radio, television, and online to secure coverage for Lunenburg Doc Fest



NOTE: Due to the nature of the industry this position includes some varied hours/days, evening and weekend work as required by events. The candidate will have the flexibility to work an adjusted schedule with more hours leading up to events.

PREFERRED EXPERIENCE AND SKILLS

- Strong interpersonal and communication skills written and oral
- Extremely organized, with time-management skills
- Inclined to take ownership of a project, meet deadlines and follow through to completion
- Computer skills — proficient with Apple Software, MS Word, Excel, digital communications applications, Google apps an asset (training provided)
- Proficient with consumer design platforms (e.g. Canva); knowledge of professional design software (Adobe Photoshop and Illustrator) a plus (training provided)
- Experience with digital marketing (MailChimp), social media (e.g. Facebook, Twitter, Instagram, LinkedIn, YouTube), WordPress an asset (training provided)
- Keen eye for design, visual details and accuracy
- Work under pressure and react quickly to requests as a creative problem solver
- Ability to lift and carry up to 25 pounds

Eligibility:

To be eligible for the position you must qualify for the Job Creation Partnership Program of Employment Nova Scotia and meet one of the following:

- have a current Employment Insurance (EI) claim
- have had an EI claim that ended within the last 60 months
- have received benefits under the Canada Emergency Response Benefit (CERB)
- have been employed with gross insurable earnings of \$2000 or higher annually, in at least 5 of the last 10 years

Please check your eligibility before applying. For full information about the program, please go to: https://novascotia.ca/employmentnovascotia/programs/documents/JCP-Fact-sheet_English.pdf

To Apply:

Email info@lunenburgdocfest.com by March 31, 2022 with "Project Communications Coordinator" in the subject line. Please include your resume, cover letter, and two professional references. Only those selected for interviews will be contacted.