Job Title: Digital Communications Coordinator
Reports to: Marketing Director
Duration: July 4, 2022 – June 30, 2023
Location: VIFF Centre
Scope: VIFF Year-Round & Festival
Remuneration: $45,000/year ($25/hour) + Benefits package

The Greater Vancouver International Film Festival Society is a not-for-profit cultural organization that operates the internationally acclaimed Vancouver International Film Festival (VIFF) and the Vancity Theatre, located in the VIFF Centre. We produce screenings, talks and events as a catalyst for a diverse community to discover, discuss and share the creativity and craft of storytelling on screen.

The Greater Vancouver International Film Festival Society is dedicated to accessible employment practices and committed to being an equal-opportunity employer. We value a diverse and inclusive workplace that is reflective of our community and encourage applications from members of communities that have been marginalized based on sex, sexual orientation, gender identity or expression, racialization, disability, political belief, religion, marital or family status, age, or status as an Indigenous person. Please feel free to advise us of any accommodation needs.

Reporting to the Marketing Director, the Digital Communications Coordinator is responsible for the development, implementation and maintenance of marketing and communication platforms for the Vancouver International Film Festival – including both year-round operations of the VIFF Centre and the annual Film Festival (September 29–October 9, 2022), with a specific focus on VIFF’s website and email-marketing. Working cross-departmentally with the marketing, programming and development teams, the Digital Communications Coordinator will produce dynamic, creative, and accurate content on a fast, regular basis, to engage audiences with VIFF’s extensive offering of film screenings, events, education programs, podcasts and videos, membership drives, volunteer opportunities, and fundraising campaigns.

Key Responsibilities:

Website

• Update and maintain website content for VIFF’s year-round (10-15 events/week) and Festival (350+ events) programs and initiatives using WordPress CMS and basic HTML CSS – including landing pages, event pages, copy, images, videos, logos, design layout, meta data
• Make recommendations to improve website usability, functionality, effectiveness, and user experience
• Liaises with IT and external vendors as needed to ensure website updates are done effectively and efficiently
• Test and debug across browsers and devices
• Adhere to Web Content Accessibility Guidelines
Greater Vancouver International Film Festival Society

- Adminstrate the collection of copy and images from the Filemaker database, server folders, Asana and Slack for input into Wordpress
- Manage WordPress media library
- Administrate and action website copy and content edit requests
- Contribute to the resizing of images and basic graphic design needs associated with the website
- Contribute to copywriting and proofing for website
- Provide website training for staff and help to compile customer journey and troubleshooting information for the customer service team
- Provide support to content management on VIFF’s online streaming platform, VIFF Connect, as required
- Work with the marketing and sponsorship team to ensure sponsor logos are accurately represented on event pages
- Monitor and report on website analytics, including Google Analytics
- Maintain url library and site architecture

Email Marketing

- Build weekly e-newsletters, programming announcements, media releases, marketing campaigns and customer communications in MailChimp using drag-and-drop email design templates to format text, images, logos and buttons.
- Work with Marketing and Programming team to develop an email content plan and publishing schedule.
- Contribute to the development of email template designs, working within VIFF’s brand guidelines.
- Work with the Marketing team and Ticketing Manager on audience list segmentation, content customization and campaign automation and scheduling.
- Assist with the coordination of and contribute to the copywriting, graphic design and content production for email campaigns
- Support the proofing and testing of email campaigns
- Manage MailChimp media library
- Optimize campaigns to improve open rate, clickthrough, conversion, as well as specific marketing goals.
- Track and report on email performance, analyze results to provide insight for email optimization and future programs.

Note: an additional Email Marketing Coordinator position will be brought on in the lead up to the Festival to take on the majority of email production so that the Digital Communications Coordinator can focus on the large volume of website content
Other

- Support Google AdWords and SEO campaigns
- Contribute to the management of photo and video libraries
- Keep accurate and easily accessible records of all the work in order to ensure organizational continuity
- Attend Staff, Marketing, and optional committee meetings (Indigenous Learning Committee, Justice, Equity, Diversity and Inclusion Committee).
- Communicate with colleagues via Slack, email, and in-person.

Qualifications:

- 1-3 years experience in marketing, communications, content creation or related field
- Experience building and updating large volumes of web content using CMSs (WordPress preferred). Experience with HTML/CSS coding, an asset.
- Experience with email marketing platforms (MailChimp preferred), including campaign building, list management, automations and reporting
- Exceptional communication and writing abilities, being able to adapt information into concise, and engaging copy.
- Ability to perform basic graphic design tasks, including image resizing and adding text to graphics.
- Understanding of SEO maintenance (Yost SEO or similar) and Google Tags Manager
- Experience navigating databases (Filemaker an asset)
- Personable, positive, and professional
- Excellent time-management and organizational skills
- Ability to multi-task in a fast-paced environment
- Ability to be flexible and adapt to changing information and priorities
- Strong attention to detail
- Creative thinker, with an eye for design and layout.
- Strong problem solving and critical thinking skills.
- Understanding of current digital, social media, and content marketing trends.
- Interest in and enthusiasm for film, arts and events.

Experience with any or all of the following are an asset: Filemaker, SharePoint, Slack, Asana, DropBox, Outlook, Teams, Zoom, Survey Monkey, InDesign, Photoshop, Canva

Note: Flexible office hours between Monday to Friday with some weekends and evenings needed during events. Weekly schedule to be determined with supervisor.
Deadline for application is June 6, 2022
How to apply: Please submit a current CV, along with a cover letter to careers@viff.org. Please include “DIGITAL COMMUNICATIONS COORDINATOR” in the subject line of the email. We thank all applicants for their interest and advise that only those requested for an interview will be contacted due to the volume of applications anticipated. No phone calls, please.