**Job Title:**  Marketing Manager  
**Reports to:**  Director of Marketing  
**Duration:**  Full-time permanent  
**Location:**  Vancouver, British Columbia, CA - VIFF Centre  
**Salary:**  Based on experience, starting at $55,000 per annum

**ABOUT VIFF**

VIFF is the home of film and film culture in Western Canada.

Driven by curatorial excellence, VIFF encourages understanding of the world’s cultures through the art of cinema. We believe that film has a unique ability to celebrate the complexity of the human condition and that it is our responsibility to steward that power toward creating meaningful change in our world.

We value unique vision, curiosity and inclusiveness. We value showcasing films and the voices of filmmakers from marginalized backgrounds. And we value supporting our diverse community of local creators, welcoming international guests and engaging audiences near and far. Compelling stories not only entertain us but also bring us together.

*When you work at VIFF you are part of a friendly, dedicated team who are passionate about the transformative power of the cinematic experience.*

Founded in 1982, 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 year-round programming of the theatres at the VIFF Centre.

Every year VIFF hosts hundreds of screenings, talks, special events and unique educational programs designed to share the power of cinema with thousands of film fans and engaged communities. Being part of the team that presents the much-anticipated annual fall festival and a robust year-round program, you’ll learn a lot, grow skills and see lots of great films!

**ABOUT THE POSITION**

We are looking for an exceptional new team member to work closely with our Director of Marketing on the organization’s strategic initiatives to increase and retain audiences, establish a strong brand, and grow earned revenue. The Marketing Manager will support the Marketing team by implementing strategic marketing plans for VIFF’s year-round program and annual festival. As part of a small, passionate and fun marketing team, the Marketing Manager will have an opportunity to develop systems and strategies that will impact the organization’s overall success.
VIFF seeks someone highly motivated, process-oriented, data-driven and passionate about marketing and the arts. In addition, the ideal candidate must have strong project management skills, great problem-solving capability, excellent communication skills, and the ability to bring a team together. Working closely with VIFF Programming, Corporate Partnerships and Philanthropy departments, this individual will provide planning, logistical, communication and execution support during the festival and year-round as defined by the Director of Marketing.

KEY RESPONSIBILITIES
Development and Implementation

- Support the Director of Marketing in creating, implementing and measuring the success of a comprehensive marketing and communications plan.
- Support the execution of key organization and department objectives and goals, including:
  - growing VIFF+ Membership Program
  - strengthening VIFF’s digital and CRM strategies
  - strengthening department structure and resources
  - growing audiences across British Columbia
  - enhancing community engagement
  - positioning VIFF as a launching point for discovery, inspiration, discussion and collaboration in the professional development of those working in the creative industries
  - developing integrated internal and external communication strategies that will reinforce equity, diversity and inclusion as integral to VIFF’s programs and identity.
- Support the Director of Marketing with the hiring process (job postings, shortlisting candidates, interviewing, offer letters), onboarding and training, mentoring, supervision and performance management.
- Manage Marketing department’s CRM needs with a specific emphasis on the marketing functionality of CRM and e-mailing systems including managing customer lists, data importing/exporting, tagging, data cleanup, analysis and reporting automated customer journeys.
- Support in developing VIFF’s brand identity and ensure communication materials are compliant and aligned with VIFF’s brand standards.
- Oversee the Marketing Coordinator and Digital Communications Coordinator in creating and distributing year-round promotional content, including the program calendar, e-newsletters, press releases, weekly ads, listings, website, print materials, screens, signage, and videos.
- Manage the content strategy for the VIFF Podcast, VIFF Talks and other video series on VIFF’s digital channels.
- Drive VIFF+ Membership engagement; create and amplify content to support the recruitment, retention and renewal of memberships; promote and market member events and activities across digital channels, engaging VIFF’s existing and potential members.
Greater Vancouver International Film Festival Society

Financial Management
- Support the Marketing Director with budget projections
- Manage the allocated Marketing budget for VIFF+ Membership, VIFF’s Year-Round film and Industry program
- Record expenses, code, submit and track all expenses with the Business Office

Reporting
- Submit an annual marketing report for Year-Round marketing campaigns
- Support Marketing Director with Festival marketing reports
- Manage the tracking and reporting of year-round marketing statistics
- Support the Director of Marketing and Business Office in reconciling year-end budgets
- Support the Grants and Foundations Manager with the collection of required statistical information as required
- Contribute to the development and distribution of an annual report as required

REQUIREMENTS
- Minimum five years of experience with a working knowledge of contemporary marketing and communications strategies and practices
- Undergraduate Degree in a relevant discipline. Communications, Marketing, Non-profit Management, or Arts Administration degree preferred
- Demonstrated experience working with a range of audiences, including community groups, donors, artists, volunteers, etc., an asset
- Experience managing project budgets
- Experience working with contractors, agencies, publicists, graphic designers and vendors
- Experience working with Salesforce and Mailchimp CRM systems and email programs
- Understanding data protection, CASL and GDPR legislation is key
- Experience working with customer segmentation and personalized digital campaigns based on segments and individual data is an asset
- Experience managing social media networks
- Experience working in non-profit arts environment is preferred
- Strong copywriting and editing skills for website, social media and email campaigns
- Basic graphic design skills – image resizing, adding text to images
- Exceptional project management and organizational skills
- Exceptional attention to detail, with excellent written and oral-communications skills
- Strong negotiation and interpersonal skills
- Able to work on multiple simultaneous tasks within a fast-paced environment
- Ability to work under pressure and meet tight deadlines
• Ability to work independently and with a team
• Ability to work flexible hours as required, including some evenings and weekends

THE DEADLINE FOR APPLICATION IS December 16, 2022

HOW TO APPLY: Please submit a current CV and cover letter to careers@viff.org. Include “Marketing Manager” in the subject line. We thank applicants for their interest and advise that only those requested for an interview will be contacted due to the volume of applications. No phone calls.