



Bilingual Outreach and Marketing Internship

LOCATION: SUDBURY, ONTARIO

JOB SUMMARY

The Intern will implement the cinema's promotion activities on social media by utilizing niche marketing initiatives to connect film titles, festivals or series with audiences of interest. The Intern will especially develop, implement and evaluate strategies to increase the cinema's reach into various cultural communities within Sudbury, particularly the Francophone community through a variety of engagement strategies. In addition, the Intern will enhance the cinema's broad promotion and marketing efforts to increase the bilingual capacity of the organization.

RESPONSIBILITIES

- Assist with administrative and theatre management duties
- Develop promotional and marketing strategies for traditional media and all social media platforms
- Monitor and manage Indie Cinema's newsletter and social media accounts
- Help establish protocol and web management techniques
- Develop tools to collect data and work with existing data in order to analyse membership needs and satisfaction through audience surveys
- Establish and manage media protocols such as writing press releases and distributing them to appropriate outlets, establishing new media relationships, make media appearances
- Work closely with the Audience Development Intern and the Theatre Manager to achieve mutual goals and joint projects
- Develop and nurture partnerships with the francophone community and various communities
- Assist with box-office and welcoming audience members
- Assist in increasing bilingual capacity of Indie Cinema
- Assist in coordinating and managing Indie Cinema's special and promotional events

REQUESTED PROFILE

- Excellent oral and written communication skills in French and English
- Skills in public relations and marketing
- Good understanding of the arts sector and independent film
- Excellent organisational skills and have the capacity to manage many projects at the same time
- Ability to work under pressure independently and with others
- Be creative and resourceful
- Capacity to work towards specific objectives
- Be reliable asset to the organization
- Flexible schedule



REQUIREMENTS

- Basic knowledge of major social media platforms
- Unemployed or underemployed youth (under the age of 30)
- Recently graduated from a post-secondary institution (within the last three years.) Note: those completing relevant degrees this Spring are encouraged to apply.
- Be legally entitled to work in Canada
- Have not been previously employed under a FedNor Youth Internship funding agreement, or other federal or provincial internship with pay for a period of six (6) months or more
- College or university degree in communications, marketing, journalism, public relations, film or any other related field
- Excellent communications skills (written and oral) in French and English

SALARY

\$36,500. This full-time, 12 month contract position is partially funded by FedNor's Northern Ontario Development Program.

DATES

Deadline for applications is **6pm, Wednesday January 18, 2023.**

The position starts **January 30, 2023.**

Please email applications to: bod@sudburyindiecinema.com

THIS OPPORTUNITY IS PROUDLY SUPPORTED BY

