**DIRECTOR OF SOCIAL MEDIA & COMMUNITY ENGAGEMENT**

The Grand River Film Festival (GRFF) is an incorporated non-profit entering its 15th season with a mission to celebrate and inspire community through the shared experience of film. Through both an annual festival and year-round events, GRFF hosts local, Canadian, and international films with a programming mandate to explore diverse and unique perspectives and an aim to inspire community engagement. GRFF recognizes the power of film to connect people and works in partnership with organizations across the region to deliver impactful programming that builds relationships and encourages meaningful conversation.

While our work is focused on bringing the community together, we also have a commitment to ensure the health, safety and well-being of our volunteers, guests and community. Our current volunteer positions listed will remain virtual through Zoom, email and phone calls until it is appropriate to hold in-person meetings again.

GRFF is seeking a Director of Social Media & Community Engagement to join the Board of Directors. This position provides key assistance to the organization’s goals of growing community awareness and audience attendance for year-round film programs and the annual festival through social media exposure. The board meets monthly year-round (via virtual meetings due to COVID), with additional discussions happening via email.

**ROLES AND RESPONSIBILITIES:**

**Social Media**

* Build and execute a social media strategy to support GRFF programs
* Generate, edit, publish and share content across the various GRFF social platforms (Facebook, Twitter, Instagram, LinkedIn)
* Responsible for managing questions and online feedback forums, ensuring all @ mentions and pertinent hashtags are replied to on social channels
* Set up and optimize company pages within each platform to increase the visibility of company’s social content and increase SEO
* Develop and deliver paid ad campaigns working within approved budget
* Working with the Director of Communications and Programming, promote creative partnerships, including ticket giveaways, raffles, contests, events, eblasts, etc.

**Community Engagement**

* Identify and cultivate Festival outreach partners, including community organizations, centers, civil entities, businesses and schools/professors/student clubs
* Working with the Director of Communications, maintain and build outreach contact list Establish relationships with local community groups, encouraging participation and helping to address barriers to accessing cultural activities at GRFF
* Work with Directors of Communications, Sponsorship and Programming to create a public awareness presentation of GRFF’s programs, goals and partnership opportunities Leverage outreach partnerships to promote specific films that need a boost Submit a wrap-report post-festival

**Committee Roles include:**

Social Media Team (content creation, automation/scheduling and engagement) pre-festival and during the festival.

**QUALIFICATIONS**:

* Relevant work experience in social media marketing or related role
* In-depth knowledge and application of content marketing theory
* Excellent communication skills
* A passion for innovation, social media trends/technology and brand building
* Demonstrated understanding of social media platforms, their unique audiences and how to use them to maximize branding and marketing efforts
* Exceptional time management skills and interpersonal relations
* In-depth knowledge of analytics software, content management systems and SEO tools
* Strong understanding of social paid media buying (Facebook, Instagram)
* Able to work independently and as part of a team
* Commitment to GRFF’s mission and strategic direction

If this sounds interesting to you, please contact volunteer@grff.ca with your resume and a letter of interest expressing why you are interested in the position. Please include details about yourself and your social media background.