



## **JOB POSTING: Social Media Manager (National Canadian Film Day)**

**Location: Toronto, Remote, Hybrid**

**Type:** Full-Time (Contract: January to end of April 2025)

**Salary:** \$50,000–\$57,000 pro-rated

**REEL CANADA** is hiring a full-time Social Media Manager to join our team on contract, starting in January 2025 and running through to the end of April 2025, with the possibility of extension

REEL CANADA is a charitable not-for-profit whose mission is to introduce audiences to Canadian film and engage them in a conversation about identity and culture. We run year-round school programmes and present National Canadian Film Day – our country’s largest celebration of Canadian film – annually every April.

Our organization thrives on a collaborative and friendly team atmosphere. The successful candidate has a passion for cinema and Canadian culture and wants to make an important contribution to the cultural life of this country.

The Social Media Manager will be responsible for engaging, updating and maintaining a Social Media presence for National Canadian Film Day, speaking to the community and helping to ensure consistent and cohesive messaging across all platforms.

### Key Responsibilities

- **Content Strategy & Planning:** Develop and execute social media strategies across platforms (Instagram, TikTok, Facebook, YouTube, Threads, Letterboxd, etc.) to enhance brand visibility and engagement.
- **Campaign Development:** Create and implement campaigns for film screenings, partner events, and other programmes, ensuring alignment with brand voice and audience interests.
- **Content Creation:** Collaborate with creative teams to produce visually compelling and engaging multimedia content, including short-form videos and graphics.
- **Community Management:** Engage with fans, respond to comments, and cultivate a positive, interactive community around our content.



- **Data Analysis:** Monitor social media performance metrics, track KPIs, and generate insights to improve engagement and reach.
- **Collaborations & Partnerships:** Identify and manage influencer and brand partnerships to amplify reach and engagement.
- **Ad Management:** Oversee paid social media advertising campaigns, including budgeting, audience targeting, and performance optimization to maximize reach and ROI.

#### Requirements

- Bachelor's degree in Marketing, Communications, Film Studies, or a related field (or equivalent experience).
- 2+ years of experience in social media management, preferably within the film, TV, or entertainment industry.
- Deep knowledge of social media platforms, tools (e.g., Hootsuite), and analytics.
- Strong visual and creative storytelling skills with experience creating engaging content for diverse audiences.
- Familiarity with digital marketing best practices, including SEO and paid social advertising.
- Excellent communication and copywriting skills.
- Ability to multitask, meet deadlines, and work in a fast-paced environment.
- Passion for movies, television, and pop culture.
- Bilingualism (French and English) is an asset.
- A keen ability to project a sense of fun and energy into a social media voice.

Interested applicants are invited to submit a cover letter, resume and portfolio on the REEL CANADA website at: [reelcanada.ca/join-our-team](https://reelcanada.ca/join-our-team)

You must submit all 3 of the above documents to be considered for this position.

We thank all applicants for their interest in REEL CANADA and National Canadian Film Day, however, only those candidates selected for an interview will be contacted.

REEL CANADA is committed to Employment Equity and Diversity and encourages applications from candidates who are Indigenous, Black, visible minorities, LGBTQ2S+, and people with disabilities. To receive this job posting in an alternative format or if you require accommodation measures for the selection process, please notify [contactus@reelcanada.ca](mailto:contactus@reelcanada.ca).