



Marketing & Social Media Coordinator – Part-time Contractor (Winnipeg-based)

Are you someone who knows how to communicate and share your passions? Do you love films and movie culture? Are you connected and knowledgeable about Asian culture? Want to work on a film festival showcased in Calgary and Winnipeg? If so, we would love to have you on board for this opportunity to share your talent with a dynamic team.

We are seeking a Marketing & Social Media Coordinator, in other words, someone who loves to tackle challenges head-on and shares our passion, work ethic, and ideas to bring this event to life, taking place in May 2024.

WHO WE ARE:

FascinAsian is a non-profit organization with the mission of inspiring, educating, promoting, and celebrating Asian perspectives in film and media arts while fostering an understanding and appreciation of Asian diasporic culture. The first film festival featuring Canadian Asian films was held in Winnipeg in 2021, and we are now planning our third annual event in May 2024, in both Winnipeg and Calgary.

WHAT THE ROLE ENTAILS:

The role, reporting directly to the Winnipeg team and board, will play a key role in marketing and getting the word out about our film festival to our target demographic audience. This will involve coordinating marketing, social media, media relations, and providing general administrative support. Specific duties may include the following:

Pre-Festival:

- Assist with marketing strategy
- Create content to engage the audience on social media platforms (Facebook, Instagram, X, LinkedIn and TikTok)
- Run social media contests/giveaways
- Create and manage email campaigns and newsletters
- Write press releases and connect with media outlets and other related stakeholders
- Assist in sponsorship requests and proposals
- Facilitate internal communication with team members

Festival Time – Hands-on responsibilities on tasks as assigned:

- Engage the audience on social media platforms (Facebook, Instagram, X, LinkedIn and TikTok)

Post-Festival:

- Data collection/final reporting information

WHAT YOU BRING TO THE ROLE:

- Strong organizational skills and impeccable attention to detail
- High proficiency in Adobe Creative Cloud Suite, MS Office Suite, Google Suite products
- Knowledge and use of social media platforms (Facebook, Instagram, X, LinkedIn and TikTok)
- Experience running paid advertising on social media platforms (Facebook, Instagram, X, LinkedIn and TikTok)
- Ability to react with appropriate levels of urgency to situations and events that require quick response or turnaround
- Excellent verbal and written communication abilities
- Adaptable and able to switch tasks quickly and with ease
- Excellent judgment
- Relationship-building skills
- Collaboration and teamwork abilities
- A bonus is knowledge of an Asian language, but not essential
- Familiarity with Asian culture, issues, and the importance of diverse media representation

WHAT YOU WILL GET FROM US:

- The chance to be part of building something from the ground up
- An environment that promotes a healthy work-life balance
- Open and collaborative work environment. You bring your great ideas, and there may be opportunities to see them in action.
- Remote work – part-time contract – (approx. 20 hours a week) and full-time during Festival week Winnipeg May 23-26) approx. \$2000 per month (March – May)
- Learn more about us at www.fascinAsian.ca

Apply with a cover letter and resume: info@fascinAsian.ca

Last day to apply – February 18, 2024