

Communications Specialist

The National Screen Institute is seeking a superstar communicator and storyteller to become an integral part of our non-profit organization.

As the ideal candidate, you are passionate about storytelling and storytellers; and you value equity, diversity and inclusion, and are knowledgeable about these issues. You are a supporter of **the values which guide the work of the National Screen Institute**, have experience working cross-culturally and are committed to serving storytellers from underrepresented communities.

You have at least five years experience in the field, exceptional written and oral skills, strong technical knowledge of WordPress and SEO, a flair for design, experience creating and implementing communications plans, and a positive “can-do” attitude.

Benefits of working at the National Screen Institute

The National Screen Institute prioritizes the well-being and flexibility of our employees by offering a remote work/hybrid policy, empowering them to work from their homes. While this role includes partial hours at our downtown Winnipeg location every week, you have the flexibility to work remotely for the remaining hours.

Additionally, we are currently trialling a 4-day work week. You may opt-in and work reduced hours without any reduction in salary. This trial period will extend over the next eight months, allowing you to explore a more balanced work-life schedule.

Location: Winnipeg, Manitoba or remote working if outside province

Status: Full-time, one-year term

Reports to: Director of Operations

Salary: \$55K to \$60K

Application deadline: September 1, 2023, 11:59 p.m., Central Time.

The organization

Propelled by a visionary network of donors, private and public organizations, staff and board, the National Screen Institute supports diverse creators from across Canada to tell unforgettable stories. Through industry-informed training and mentoring in film, television and digital media, our students and alumni find their voice and place on the global stage, inspiring us to shape a better world.

Job overview

Reporting to the director of operations, the communications specialist manages and improves all communications flows, communicates the organization's value and impact, assists in the fulfillment of the organization's strategic plan and ensures consistency of the brand.

Responsibilities

- Working with the director of operations, create and implement communications plans for promoting training programs and outreach to potential applicants, including writing media releases, and researching and creating targeted distribution lists to reach underrepresented communities across Canada.
- Create, edit, proofread and format website content, presentations, campaign materials, social media content, reports, proposals and more.
- Understand the organization's distinct voice and apply it to all communications activities.
- Ensure consistent branding, design and layout across all internal and external communications.
- Identify ways to improve the organization's website and positioning, visibility and traffic.

- Build and maintain a list of media contacts and manage the collection and filing of media coverage.
- Respond to media inquiries and arrange interviews, statements, etc. to ensure a consistent image and accurate coverage of events and activities.
- Measure the effectiveness of communications by monitoring and analyzing data related to website traffic, social media metrics and/or email campaigns.
- Schedule, organize and host virtual and in-person events.
- Working with the operations administrator, develop and manage program metrics.

Please note, this list is a range of responsibilities required for this job but is not all-inclusive. Tasks may be added or revised.

Qualifications and requirements

- Minimum five years of communications / marketing experience
- Superior writing skills (interview candidates will complete a writing test)
- Experience and knowledge in copywriting, proofreading, editing and formatting
- Strong working knowledge of WordPress, Canva, Adobe Creative Cloud, Mailchimp, Zoom and Microsoft Office
- Photo, video and audio editing skills
- Strong understanding of search engine optimization (SEO) and online marketing
- Proven success creating and implementing communications plans and fundraising campaigns
- Experience managing webinars and / or live events on social media / Zoom
- Ability to take complex ideas and transition into clear, compelling content and meaningful messaging
- Experience in budget tracking
- Experience in web and graphic design and a solid understanding of HTML and / or the ability to code would be an asset

How to apply

Only selected candidates will be contacted for an interview. We are an equal opportunity employer and encourage applications from all qualified individuals.

Please submit your cover letter and resume to careers@nsi-canada.ca by 11:59 p.m., Central Time on September 1, 2023.