

JUNE 28, 2022

NETWORKING AGENT, AUDIENCE DEVELOPMENT

POSITION NUMBER: 00099123
POSITION STATUS: Continuous, Full-Time
DIVISION: Distribution, Communications and Marketing
DEPARTMENT: Marketing
SALARY RANGE: 08 – \$66,625 to \$83,525
UNION CATEGORY: PIPSC
FLEXIBILITY PROFILE: Hybrid
LOCATION: Montreal, Vancouver

Are you passionate about great storytelling, about exploring the issues that matter, about pushing the boundaries in new audiovisual experiences? So are we. As Canada’s public producer and distributor, the National Film Board has been telling the country’s stories and pioneering breakthroughs in virtually every field of audiovisual content since 1939. But to do this, we need a team that truly reflects the richness and diversity of Canada. If you’d like to be a part of this team—and part of the NFB’s incredible legacy—we’d love to hear from you.

SUMMARY OF DUTIES

Under the supervision of the Head, Marketing & Audience Development, develops and executes networking strategies to reach target audiences for priority projects. Reaches out to the identified target audiences and organizations, develops and uses appropriate tools to promote the ideas and message conveyed by the film/project. Maintains and develops relationships with partners, organizations and internal and external associates. Gears all of their actions towards maximizing audience development and NFB visibility.

MAJOR RESPONSIBILITIES

- Working with marketing managers, determines the target audiences for films and projects considered to be priorities by the organization, based on various criteria, to enhance the NFB’s profile and increase visibility of our works.
- Develops and executes community outreach strategies while taking into consideration the overall release strategy for priority films.
- Presents and shares community-specific strategies prior to a film’s release. Keeps teams notified throughout and adapts strategy, as required.
- Researches more specific audiences via different means of communication and determines, for each community involved, the best way to increase awareness of works. Handles related monitoring and follow-up actions.
- In line with the needs discussed with the marketing managers or those of the division, and to improve the campaigns launched, develops marketing tools (e.g., website updates, etc.) that go beyond conventional media positioning, and coordinates their implementation.
- Keeps abreast of agreements made, and reports to the Business Development & Audience Engagement team on any potential for product sales identified.
- Always stays informed on the films and projects in development, and related issues.
- Identifies favourable conditions and explores opportunities for strategic and/or public screenings that may have valuable spillover effects for the NFB.
- Builds and maintains congenial and beneficial business relationships between the NFB and various associations and organizations in order to develop their interest in the NFB and its projects; ensures that key information obtained in the course of their communication is relayed in a timely manner to the appropriate individuals in the organization.
- Participates in responding and/or triaging all requests that come to the department’s general email address, community.screenings@nfb.ca.
- When organizing community screenings, ensures all physical and digital assets are delivered to support the partner’s event and the NFB’s visibility.
- Participates, on request, in the development of various programs for clients, taking into consideration both new releases and films in the NFB’s collection.

- Using the CRM tool, manages rental contracts and follows up on audience statistics with clients.
- Responds to requests for statistics and reports and prepares analyses by activity sector, event, territory or other segment.
- Coordinates deliverables for events; prepares and forwards required material, such as digital film files for events from the technical coordination team, and conducts administrative follow-up.
- In cooperation with the department's head and/or marketing managers, communicates with filmmakers when their presence is required at an event. Provides the required follow-up.
- As needed, completes festival submission forms for community/thematic festivals in Canada (Film Freeway, Google Forms, etc.).

REQUIRED QUALIFICATIONS

- Bachelor's degree in the field of cinema, communications or marketing, or another related discipline;
- Minimum of five (5) years of relevant experience, or an equivalent combination of education and experience;
- Previous experience in developing and implementing plans aimed at reaching key target audiences and communities through visibility, organizational awareness or marketing campaigns;
- Ability to research and find information on a broad range of associations and organizations, as well as to build and maintain new relationships in a spirit of partnership;
- Ability to convey ideas to the general public using clear and concise language;
- Good knowledge of the films in the NFB's repertoire and of the various film distribution networks;
- Basic understanding of technical deliverables, screening formats and files;
- Proficiency with MS Office (Excel, Word, Outlook, PowerPoint, Sharepoint, etc.);
- Ability to effectively communicate in English, both orally and in writing.

PERSONAL QUALITIES

- Suitable personal qualities such as active listening skills, judgment, autonomy, initiative, organizational skills, and the ability to work under pressure and innovate;
- Interest in cinema, cultural works, community relations, social issues, partnership and relationship building;
- Professionalism in internal and external communications, tact and good rapport with clients;
- Spirit of cooperation and teamwork.

Interested candidates with the above qualifications are invited to apply in writing, **including a copy of their résumé to cv@nfb-onf.gc.ca, BY AUGUST 5, 2022 citing competition number: JR- 00099123**

The NFB is committed to building a skilled, diverse workforce that's reflective of Canadian society. It promotes initiatives such as employment equity and encourages candidates to voluntarily indicate in their cover letter if they are a woman, a member of a First Nations group, Inuk, Métis, a person with a disability, or a member of a visible-minority group.

The NFB is also committed to developing inclusive, barrier-free selection processes and work environments. Feel free to advise us of any accommodation needs.

Please note that only applicants selected for an interview will be contacted.