



## **WIFT-AT is Hiring!**

Women in Film & Television Atlantic  
1496 Lower Water St., Suite 502, Halifax, NS

### **An exciting position is available for an Communications/Social Media Coordinator!**

**To Apply** include your resume and cover letter in one PDF document and send to [info@wift-at.com](mailto:info@wift-at.com) with the job title in the Subject line.

**DATES:** Work Term is for 26 weeks starting from October 15, 2019

#### **GENERAL RESPONSIBILITIES:**

The Communications and Social Media Coordinator will be responsible for developing and implementing a Public Relations campaign for the 2019 - 2020 Programming Sessions including Women Making Waves (WMW) conference and maintain the organization's existing social media platforms, (Facebook, Twitter, Snapchat, Instagram). Specifically, they will be responsible for conference delegate outreach, website updates, Facebook WMW updates, member email blasts and assist the e-newsletter editor with the monthly publication.

#### **ELIGIBILITY:**

This job is funded through the Job Creation Partnership Program of Employment Nova Scotia. To be eligible for the position you must qualify for the program. For full information about the program ([CLICK HERE](#))

#### **JOB COMPONENTS:**

**Research and Content Creation**

Researching what's current in the film and television industry and what might be of interest to WIFT-AT members. The Coordinator will write blog posts for Women Making Waves, and find content for the various social media platforms, including text, picture and moving image media.

### **Strategizing**

Creating an overall communications strategy for the Women Making Waves conference using all modes of communication at the organization's disposal including traditional media, social media, advertising and direct emails.

### **Online Maintenance**

The Coordinator will be tasked to update, upload and create buttons, use widgets, link, embed, etc. content and structure of our various social media and online platform related to the programming and conference specifically on-line registration of delegates and ticket purchase.

### **Description of Duties**

The Communications and Social Media Coordinator will work collaboratively with the staff and members of the Communications Committee to ensure the successful outcomes of the Educational Programming Committee and the Women Making Waves Conference.

- Compile a database of relevant interest groups for industry engagement and promotion of activities
- Execute and manage social media marketing plan and campaigns under the direction of the Communications Committee
- Write press releases
- Develop email distribution list management through the Membership database (Wild Apricot)
- Develop marketing campaign templates
- Attend relevant committee meetings either in person, via phone, Skype
- Seek and coordinate media interviews
- Create tracking and analytic tools to track outcomes of marketing initiatives including exit surveys)
- Develop and complete project wrap reports including survey summaries, statistical analysis, media highlights and clippings. Include other Committee reports.
- Maintain Social Media presence via WIFT-AT accounts - FaceBook, Twitter, Instagram
- Put together WAVE Awards Committee and call for submissions and monitor their progress/Complete WAVE Awards activities.

### **QUALIFICATIONS:**

The candidate should possess very good written and verbal communication skills and experience in MS WORD, Excel and Google.docs. Candidate should also have experience with and good knowledge of social media platforms. Graphic design and / or web-design skills are not a requirement but a willingness to acquire these skills will be viewed favourably. A background and/or interest in the film industry would be viewed favorably but is not necessary.

This a learning position and the successful applicant will work with support and supervision from WIFT-AT Board and committees.