

JUNE 17, 2022

MARKETING MANAGER

POSITION NUMBER: 00021316
POSITION STATUS: Temporary 1 year, Full-Time
DIVISION: Distribution, Communications and Marketing
DEPARTMENT: Marketing
SALARY RANGE: 09 – \$73,777 to \$93,407
UNION CATEGORY: PIPSC
FLEXIBILITY PROFILE: Hybrid
LOCATION: Montreal or 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

Provides marketing expertise to optimize the marketing and distribution potential of selected projects, in support of an overall marketing strategy. Designs, develops and prepares a marketing plan for each project assigned, in accordance with the Distribution, Communications, and Marketing (DCM) division’s overall process and strategic objectives. Implements and manages detailed marketing plans for projects. Manages the development of the project aesthetic and the production of promotional material, including value-added material when deemed relevant. Analyzes project performance based on established goals; prepares reports on marketing activities and project performance.

MAJOR RESPONSIBILITIES

- As project manager, manages the DCM process, writes reports and preliminary marketing plans, and creates work schedules for each assigned project.
- Develops marketing strategies and activities aimed at publicizing and promoting projects and supporting overarching marketing goals, in consultation with producers, creators and DCM colleagues, and in keeping with the strategic objectives of other departments in the division.
- Prepares a marketing plan for each assigned project, including a brief description of the production, available rights, distribution position statement, objectives, target audiences, networks, partners, festivals and sponsorships, and planning schedule (may include suggestions for the creation of merchandise, educational products, collection projects and mail promotional campaign); develops a preliminary budget.
- Supports Canadian and international pre-sale efforts by ensuring the production of promotional materials.
- Reviews pre-sale agreements and, if required, advises producers on changes to be made and/or clauses to be amended or deleted in order to maximize marketing and distribution opportunities.
- Communicates the project’s positioning and briefs the teams concerned (publishing, press relations and social media staff) to ensure consistency of promotional operations.
- Helps integrate the expected results into the overall marketing plan.
- Organizes launch activities (premieres, previews, niche theatre screenings) and participation in film events and other public showings.
- Monitors promotional, distribution and advertising activities related to the launch of the project and/or its website and other events, based on the marketing plan and budget.
- Monitors all expenses involved in implementing the marketing plan and controls the budget for marketing activities in their sector.
- Assembles data on distribution activities (performance indicators).
- Identifies the projects that require a detailed press review and ensures that it is conducted.
- On request, prepares a report on the marketing and distribution of specific projects.

REQUIRED QUALIFICATIONS

- Undergraduate university degree in an appropriate field, such as marketing or communications.
- Five (5) years of related experience, or an equivalent combination of education and experience.
- Solid experience and knowledge in marketing cultural products.
- Ability to fluently communicate orally and in writing in both official languages (French and English).
- Ability to evaluate written and graphic components of promotional materials, manage budgets, prioritize workload and work within a team as well as lead teams and projects.
- Good knowledge of the films produced by NFB's English and French programs and various film and video distribution environments and user groups is an asset.
- Knowledge of different online advertising tools, social media platforms and their use as part of promotional strategies.
- Fluent in English, both orally and in writing.
- Bilingualism (English and French) is an asset.

PERSONAL QUALITIES

- Interest in emerging trends and good practices in marketing.
- Judgment, initiative, leadership, analytical abilities, excellent interpersonal and communication skills and the ability to negotiate and work as part of a team.
- Ability to plan and work on several projects simultaneously and to meet objectives and deadlines under pressure.

Under the [Policy on COVID-19 Vaccination](#), new employees are required to be fully vaccinated as a condition of employment, unless accommodated due to certified medical contraindications, religion or other prohibited grounds under the Canadian Human Rights Act.

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 JUNE 30, 2022, citing competition number: JR-00021316.**

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.