

APRIL 15, 2026

MARKETING PROJECT MANAGER

POSITION NUMBER: 00300699

POSITION STATUS: Temporary – 15 months, Full-Time

DIVISION: Programming and Audience Engagement

DEPARTMENT: Audience Engagement

SALARY RANGE: 08 – \$75, 381 to \$94,502

UNION CATEGORY: PIPSC

FLEXIBILITY PROFILE: Hybrid

LOCATION: Montreal

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

Collaborates on creating strategic marketing plans for all projects within their assigned market segment; leverages their marketing expertise to expand the NFB's audience base and attain the overarching objectives and strategic outcomes that have been established for their portfolio (e.g., drive audience engagement and growth, enhance sales, viewership or impact, successful distribution, brand recognition). From inception to fruition, oversees and executes campaigns for all projects within their portfolio in accordance with budgets, and liaises with various collaborators to align and support efforts, manage marketing-material deliverables and report on individual campaign results.

MAIN RESPONSIBILITIES

- Works in close collaboration with the Senior Marketing Advisor to develop the deployment, engagement and impact strategies for each project in their portfolio, in alignment with the Advisor's overarching annual marketing strategy and taking into account the overall slate of projects brought into market.
- Executes the deployment strategy for each project, including overseeing and prioritizing the marketing resources and various timelines to optimize results.
- Writes, presents and communicates project strategies to key internal stakeholders, including the production teams, to provide clarity and alignment on each strategy and the desired outcomes.
- Organizes and executes detailed marketing plans for each project within their portfolio and liaises with various collaborators to align and support efforts, coordinate marketing-material deliverables and report on individual campaign results.
- With the support of the Marketing Coordinator, leads the development and production of key art and marketing materials and relevant added-value content while ensuring deliverables effectively convey key messages and align with brand standards.
- Prepares and drafts creative briefs; presents briefs to production teams, freelance suppliers and internal creative services team, and involves the Marketing Coordinator at different stages of this process.
- Collaborates with internal and external project stakeholders to foster strong relationships, facilitate effective communication and alignment with project goals and messaging.
- As needed, identifies, builds and maintains relationships with advocacy groups, community organizations, etc., that have an interest in amplifying specific projects' reach and impact.
- Taking into consideration the responsibilities of the marketing coordinators and the needs of other parties, ensures the quality and timely delivery of marketing elements and

monitors progress against defined objectives; recommends and maintains project-management tools.

- Acts as the resource person in communication with internal and external project stakeholders; keeps collaborators informed of progress status of activities.
- Under the supervision of the Senior Advisor and/or Marketing Director, creates advertising campaign briefs and presents them to media agencies; reviews, negotiates and monitors media plans and ensures delivery and quality control of campaign materials.
- Outlines, negotiates and signs contracts with freelance suppliers according to project profile and needs, and in keeping with government and union procedures, while following best practices.
- Supervises the production of marketing texts and the editing, mixing and shooting of promotional videos and photography for the creation of marketing materials.
- Monitors and evaluates the performance of each campaign, prepares and regularly presents reports for stakeholders and other internal teams throughout the campaign and against its objectives; makes ongoing adjustments to strategies and plans to improve results.
- In collaboration with the Senior Advisor, plans per-project marketing spends according to assigned portfolio budget, including monitoring and controlling of all expenses involved in implementing the marketing plans for their assigned market segment.
- Reviews and monitors the status of pre-sale, sales, co-production, distribution and rights agreements and, if required, informs and advises internal and external teams on changes to be made to maximize marketing and distribution opportunities.
- As required, identifies and leverages various distribution channels and platforms or coordinates with other teams to organize initiatives (e.g., screenings, outreach campaigns, events) aimed at raising project and brand awareness, maximizing campaign outcomes, etc.
- Represents the project, portfolio and the brand during screenings and events, as required.
- Conducts in-depth market research to identify emerging trends and monitor competitor activity, audience preferences and best practices; ensures that learnings are integrated into overall reflection, inform strategic decision making and help maintain a competitive advantage.
- Analyzes project performance and reports regularly to management, including areas for improvement and optimization.

REQUIRED TRAINING, KNOWLEDGE AND EXPERIENCE

- Bachelor's degree in Marketing, Communications, Business Administration or equivalent;
- Minimum of five (5) years' experience in a similar position, or an equivalent combination of training and experience;
- Strong understanding of marketing principles and strategies, ideally focussing on cultural products;
- Knowledge of different promotional tools, platforms, distribution channels and the best practices and strategies to use these effectively;
- Experience in project management, ideally for marketing or communications projects;
- Proven experience in analyzing and interpreting data and market trends and deriving actionable insights;
- Available to travel on occasion;
- Bilingualism in the official languages (French and English), both orally and in writing.

SKILLS REQUIRED

- Initiative, autonomy, adaptability and strong inclination towards collaboration;
- Excellent ability to manage multiple tasks simultaneously, with an organized, meticulous, structured and rigorous approach to work;
- Ability to thrive in a fast-paced, deadline-driven environment;
- Excellent negotiation and communication skills, with the ability to build strong relationships and influence stakeholders;

- Interest in emerging trends and good practices in marketing;
- Passion for film and storytelling, with a commitment to promoting diverse and impactful creative works that support positive social change.

Qualified candidates who are interested in this position are invited to submit their application online, via the web page [Work at the NFB](#), by **APRIL 28, 2026**.

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.