

WINNIPEG FILM GROUP

Position: Contract Indigenous Social Media Coordinator

Organization: Winnipeg Film Group

Project: Winnipeg Indigenous Filmmaking Collective's "Skodoodisden" Project

Contract Term: November 2023 to November 2024

Hours: 300 hours (75 hours per film incubator at \$26.67/hr)

Compensation: Flat fee of \$8,000

ABOUT THE WINNIPEG FILM GROUP

The Winnipeg Film Group (WFG) is an artist-run, non-profit media arts organization. Operating as a unique and dynamic media arts centre for nearly 50 years the WFG supports filmmakers and audiences locally, nationally, and internationally. Learn more at www.winnipegfilmgroup.com



ABOUT THE WINNIPEG INDIGENOUS FILMMAKING COLLECTIVE (WIFC)

The Winnipeg Indigenous Filmmakers Collective represents a community of Indigenous filmmakers from emerging to established professionals. Since 2013, the collective creates a safe place of sharing, connection, collaboration and learning: occupying spaces from large star-studded sets to grassroots independent experimental studios. We come together in celebration of collaborative artistry, community, storytelling and an overall good time.

The Winnipeg Indigenous Filmmakers Collective has seen much success and growth from within the membership. Members have created award winning fiction and non-fiction films that have played internationally. Collective members are a diverse group of storytellers, representing different lenses and perspectives. Deadly humour, imagination, and courage permeates the images as sounds of truth, medicine, and love seep through the echoes of their ethos. <https://winnipegindigenousfilmmakers.ca/>

ABOUT THE WIFC's "Skodoodisden" Project

The project is an Indigenous-led series of four filmmaking incubators with the goal to foster the talents of Indigenous filmmakers, nurturing their unique storytelling abilities, and empowering them to produce innovative and resonant films that give them narrative sovereignty. This project will be an effective means of advancing Indigenous representation in the independent film industry in Winnipeg. Additionally, this project will elevate Indigenous voices and truly meaningful participation in the film

industry with aims to decolonize the film and arts sector for future generations of Indigenous creatives. WIFC's "Skodoodisden" project has received funding from the Indigenous Screen Office.

Additionally, this project will also support the artistic development of Indigenous filmmakers' to produce their own vision, and to hold steadfast to their narrative sovereignty and bold creative voices. This allows Indigenous creators to be the tellers of their own stories rather than objects of non-Indigenous storytellers.

ABOUT THE CONTRACT INDIGENOUS SOCIAL MEDIA COORDINATOR ROLE

The Winnipeg Indigenous Filmmaking Collective seeks a dedicated and experienced Indigenous Social Media Coordinator to support the "Skodoodisden" project's marketing and outreach on the WIFC's social media platforms. This position plays a pivotal role in ensuring the successful online outreach of the project and spread the mandate of the WIFC.

Primary Duties and Responsibilities:

- Execute a results-driven social media strategy.
- Develop and curate engaging content for WIFC's social media platforms.
- Ensure the ED approves of content before posting.
- Assist in the creation and editing of written, video, and photo content.
- Attend events and produce live social media content.
- Maintain unified brand voice across different social media channels.
- Collaborate with marketing team to create a social media calendar.
- Monitor social media channels for industry trends.
- Interact with users and respond to social media messages, inquiries, and comments.
- Review analytics and create reports on key metrics.
- Assist in the development and management of social media marketing and influencer marketing strategy.

Qualifications:

- The successful candidate will be First Nations, Inuit or Metis with familiarity of the diversity of Indigenous peoples in Canada and a keen understanding of Indigenous history, current affairs and a strong knowledge of Indigenous media.
- Indigenous language is an asset.
- Video editing and shooting a strong asset.
- Bachelor's degree in marketing or a related field an asset.
- 1-3 years experience with social media marketing or content development

- Experience with Adobe Creative Cloud (Photoshop, Premier Pro) or equivalent digital media editing tools a plus.

Application Process:

Interested applicants are invited to submit their resume, along with a cover letter detailing relevant experience and why they are the best fit for this role, to careers@winnipegfilmgroup.com. Applications will be accepted until November 14, 2023.