



2021

## **JOB OPENING**

### **AUDIENCE DEVELOPMENT MANAGER**

**Join a dynamic team with a passion for culture!**

First festival in Quebec entirely devoted to documentaries, the **Montreal International Documentary Festival (RIDM)** presents the best reality-based films by established filmmakers and the most promising new talents. Each November, the RIDM screens more than 100 films from Canada and around the world, and hosts a dozen complementary activities, including workshops, master classes, debates and round tables. During the festival the RIDM also presents a documentary market, Forum RIDM. The 24th annual RIDM will take place in November, 2021.

---

#### **JOB DESCRIPTION**

The Audience Development Manager works with the Communications, Sponsorships and Programming team and has the key role of developing and implementing a development strategy for each target audience, based on the festival's programming. The main tasks are divided between marketing and cultural mediation.

#### **PRIMARY DUTIES**

##### *Marketing*

- Identify target audiences, in collaboration with the communications department and executive management;
- Canvassing school, association and community contacts in order to build and maintain a contact database;
- Promote the RIDM programming to school, association and community contacts;
- Develop programming partnerships with various community groups and associations;
- Coordinate the tourism contest with the Sponsorships department, depending on the chosen cities;
- Monitor community engagement;
- Create, plan and follow up on attendance surveys among festival-goers;
- Participate in the development of the digital and marketing strategy;
- Follow up with the box office and the web project manager to collect data on our audiences;
- And all other related tasks.

##### *Cultural mediation*

- Update and develop contacts with schools, associations and the community based on the current edition of the festival and year-round screenings;
- Coordinate and promote year-round RIDM cultural mediation activities for young audiences;
- Research funding and write grant applications/reports for cultural mediation projects;
- Coordinate CAM screenings on tour;
- Organize and coordinate school screenings during the festival;
- Organize, coordinate and seek partners for family screenings at festivals in collaboration with the Sponsorships team;
- Promote, organize and coordinate student residencies at the festival;
- Organize and supervise the activities of the School Tour;
- Recruit and support the Student Jury;
- Follow up on volunteer needs outside the festival (youth ambassadors, etc.);
- Coordinate RIDM cultural mediation activities in prisons throughout the year: screenings and workshops / jury of inmates;
- And all other related tasks.

—

## **TERMS OF EMPLOYMENT**

LOCATION	5333 av. Casgrain, suite 1109, Montréal (Québec)**
HOURS	35 hours weekly, from Monday to Friday. Flexible hours and a possibility to work remotely
DURATION	<b>June 14 to December 17, 2021</b> (with possibility of renewal for 2022).
SALARY	17\$ to 18\$ per hour, based on experience

—

## **QUALITY AND SKILLS**

- Good written and spoken French and English
- Good team worker
- Comfortable making public presentations and moderating workshops
- Ability to plan, organize, coordinate
- Resourceful, independent, dynamic and versatile
- Tactful and diplomatic
- Oriented to problem-solving and results
- Good at managing priorities
- Ability to adapt with minimal supervision
- Tolerance for stress
- Knowledge of the cultural, school and university environment in Quebec, an asset

\* Due to the situation with COVID-19, some tasks may be subject to change, depending on how the festival is run in November. \*\*It is also possible that the position will begin remotely and remain remote indefinitely.

—

## **TO APPLY**

Send your cover letter and CV (without photo or date of birth) by email to **Marc Gauthier, Executive Director** (mgauthier@ridm.ca) **before May 16, 2021** at midnight.

*The RIDM is committed to employment equity and encourages applications from Aboriginal peoples, visible minorities, people with disabilities and people of all sexual orientations and gender identities.*

Only those applicants selected for an interview will be contacted.