

The MSP Film Society (MSP Film) seeks a creative, motivated, self-starting, well-organized, connected team player to join our staff full-time as Community Engagement Coordinator, working alongside all staff, but in particular our Programming Director, Business Manager, PR Manager and Executive Director.

This position plays a key role in maintaining and expanding MSP Film's community engagement, outreach and social media presence, through various community partnerships, promotional campaigns, and MSP Film & The Main Cinema's social media accounts. The goal is to grow audiences for our various film festivals, including MSP International Film Festival/MSPIFF, film series, special events, and year-round programming.

Salary Range: \$39,000 to \$45,000 commensurate with experience

Duties and Responsibilities

Community Engagement

- Serve as the main point of contact between MSP Film and Community Partners, working as a key liaison during the annual MSPIFF, all other film festivals, series and events, and year-round programming at The Main Cinema.
- Inform existing Community Partners of upcoming events and programming at The Main Cinema and other venues that are of interest to their communities and audiences.
- Identify potential new Community Partners and engagement opportunities and establish initial contact and inform them about MSP Film programming, festivals and events.
- Maintain and update the Community Partner and Outreach database on an ongoing basis to ensure contacts are accurate.
- Work with a network of universities and schools across the Twin Cities to include students and faculty in MSP Film programming
- Work with Business Manager to connect Community Partners with sponsorship opportunities at MSP Film festivals, series & events throughout the year.
- Generate discount codes and coordinate group sales for Community Partners with the Ticketing Manager; disseminate codes to partners and ensure they know how to use them.
- Attend MSP Film festivals, series and events, and other community events, both on and off-site, as a representative of MSP Film.
- Assist in the creation and distribution of marketing assets, such as promotional flyers and weekly e-newsletters.
- Participate and contribute to strategic planning conversations and brainstorming to develop new audience building strategies.

- Create targeted film lists for Partner organizations during MSPIFF and other festivals and series.
- Assist with audience and attendee feedback and data collection for goal analysis and grant reporting.
- Develop opportunities to eventize screenings.

Social Media Coordination

- Manage Social Media calendar based on upcoming events, festivals, promotional campaigns, weekly programming, and fundraising efforts.
- Create graphics to announce film openings, festival lineups, and special events using a standardized style guide
- Promote films through multiple accounts across various platforms, including Instagram, Facebook, X, Letterboxd, LinkedIn, and TikTok
- Re-share tagged posts, monitor comments, answer inquiries over messenger and on relevant posts, and engage with multiple networks and partners online
- Work with community partners, distributors, filmmakers, and a variety of contacts to coordinate cross promotion marketing efforts
- Create unique and original content to engage new followers, especially across Instagram, Reels, and TikTok
- Work with filmmakers to amplify their content during MSPIFF, Cine Latino, and special screenings
- Create Facebook Events and Meta Ads to spread awareness of programming, special screenings, and events

Qualifications

- Understanding of and experience with Community Engagement and Outreach.
- Creative self-starter who is comfortable with both taking initiative and working in collaboration as part of a team.
- Strong organizational skills, attention to detail, and ability to meet deadlines.
- Strong written and verbal communication skills.
- Enthusiasm, dedication, and high customer service skills.
- Experience with Microsoft Office, Google Drive, Airtable, Monday, and or similar spreadsheet software, and Asana or similar task management software.
- Experience with managing content on various social media platforms and following/creating a unique brand voice.
- Ability to multitask, meet deadlines, and work with minimal supervision.
- BA in a related field, or equivalent experience.
- Passion for films and film festivals is a plus!