

Call for Applications

March 31, 2021

Director General Distribution, Communications and Marketing

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 (NFB) 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.

The NFB is Canada's public producer of award-winning creative documentaries, auteur animation, interactive stories and participatory experiences. NFB producers are embedded in communities across the country, from St. John's to Vancouver, working with talented creators on innovative and socially relevant projects.

NFB productions have won over 7,000 awards, including 24 Canadian Screen Awards, 21 Webbys, 12 Oscars and more than 100 Genies.

POSITION SUMMARY

Reporting directly to the Government Film Commissioner and Chairperson of the NFB, you will organize, direct and control all the activities of the Distribution, Communications and Marketing division, including the Public Relations department, to reach audiences and build relationships with them. You'll determine optimal distribution strategies using all the media, communications and marketing tools available to your division. In line with the NFB's strategic goals, you'll contribute to the task of increasing both the accessibility/discoverability of NFB works and the engagement of Canadian and international audiences, while seeking to generate revenues.

MAIN RESPONSIBILITIES

- Initiate and develop the medium- and long-term vision for distribution and marketing activities, as well as audience development.
- Determine the objectives and priorities of your division within the framework of the Strategic Plan.
- Oversee the development, implementation and evaluation of the annual plans for each department within Distribution, Communications and Marketing.
- Plan and execute the strategic directions and business requirements for the development (short and medium term) of the NFB.ca/ONF.ca platforms, the CAMPUS educational portal, and all of the NFB's web platforms.
- Develop and ensure strategic management of the elements contained in the NFB's linear and digital (non-linear) audiovisual collections, which include the film and video collection, the stock-shots collection, the photo collection, and multimedia elements.
- Define the performance indicators to be used to assess progress made by your division and each of its departments in achieving established objectives.
- Evaluate the operational results of distribution and accessibility initiatives in relation to strategic goals.
- Direct and analyze business intelligence in distribution, marketing and communications (traditional and web).
- Plan and develop the NFB's communication and positioning strategies with regard to associations, groups and institutions within the Canadian audiovisual and film industry.
- As a member of the NFB Executive Committee, contribute to the development and achievement of the NFB's strategic goals.
- Manage your division's financial and material resources.
- Manage your department's human resources in accordance with the NFB's values and policies and in line with applicable collective agreements.
- Keep team members informed on the key directions, objectives and strategies to be pursued, and act as the department's spokesperson with internal and external collaborators.

REQUIRED TRAINING, KNOWLEDGE AND EXPERIENCE

- Post-secondary education in a related field, such as Business Administration;
- Minimum of fifteen (15) years of experience in the audiovisual sector, particularly in production and distribution, including at least five (5) years in a senior-management role;
- Experience managing distribution, marketing and communications activities in a wide range of distribution channels and territories;
- Visionary with solid knowledge of the latest developments in distribution;
- Excellent knowledge of digital media;
- Knowledge of international markets and of both French-speaking and English-speaking markets in Canada;
- Very good knowledge of the current principles, practices and techniques of managing human, financial and material resources, with a particular emphasis on working collaboratively across departments;
- Vast experience in public relations, especially the use of social media;
- Experience managing brand identity and visual identity an asset;
- Experience in the development, budget planning and administration of marketing plans;
- Fluency in both English and French (written and spoken), or motivated and interested in developing fluency in the second official language.

SKILLS REQUIRED

- Skillful negotiator and able promoter of the NFB in their dealings with the public;
- Strong interest in distribution-related news and innovations;
- Ability to lead, influence and provide direction;
- Strong ability to bring people together, develop skills and inspire teamwork;
- Cultural competence, and strong knowledge and understanding of underrepresented communities across Canada;
- Ability to foster relationships with diverse communities and individuals, and to build consensus between people with differing viewpoints;
- Highly sensitive to the status of Indigenous nations and historically marginalized and racialized groups;
- Keen interest in issues related to society, community and culture;
- Collaborative, with a deep commitment to values of equity and transparency;
- Excellent critical-thinking and problem-solving skills; big-picture thinker;
- Good coaching and active-listening skills;
- Results and solutions oriented.

DIVERSITY AND INCLUSION

At the National Film Board, our work is guided by our core values, which include respect, diversity, generosity, integrity, courage and empowerment.

The NFB has been a leader in greater diversity and inclusion in Canadian cinema and new media—but we know we need to do more to address inequities and systemic racism against First Nations, Métis, Inuit, Black or racialized groups, persons of colour, persons with a disability, women and/or people in the LGBTQ2 community.

In keeping with the NFB's commitment to providing a Canadian lens on the world while combatting racism and systemic discrimination, among the qualified applicants, **preference will be given to individuals with firsthand experience with such issues, notably members of underrepresented communities such as First Nations, Métis, Inuit, Black or racialized groups, and/or persons with a disability.**

Given our commitment to employment equity, you are invited to self-identify in your cover letter if you identify with an equity-seeking group.

The NFB welcomes applications from across Canada.

For more information on the NFB, please visit www.nfb.ca.

La version française de cette description de poste est disponible sur <http://onf-nfb.gc.ca/fr/emplois/postes-vacants/>.

To submit your application, please send your curriculum vitae along with a **cover letter** by May 31st, 2021, to the following e-mail address: jill.renton@lhhknightsbridge.com

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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.