

**OCTOBER 16, 2026**

**MARKETING COORDINATOR**

**POSITION NUMBER:** 00287352  
**POSITION STATUS:** Continuous, Full-Time  
**DIVISION:** Programming and audience engagement  
**DEPARTMENT:** Audience engagement & education strategy  
**SALARY RANGE:** 7 – \$68, 070 to \$84,497  
**UNION CATEGORY:** CUPE  
**FLEXIBILITY PROFILE:** Hybrid  
**LOCATION:** Montreal - Toronto

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**

In collaboration with the Marketing project managers, develops creative briefs for projects assigned to them and oversees the preparation of all marketing deliverables tailored to meet the needs of each project, as outlined in the brief. Works with internal teams (Content, Festivals, Production, Communications, Technical Resources, etc.) and external suppliers to prepare promotional material for each project, such as key copy, audiovisual materials and graphic elements, tailored to target audiences and respond to the needs of the release strategy. Provides support and assistance for select events, including following up with key stakeholders, logistics coordination, creating and distributing promotional tools for and during the event, preparing booths and greeting guests. Executes all project-coordination tasks related to releases, such as preparing and updating schedules, contracts, tracking tools (e.g., Smartsheet), traffic sheets, e-flyers, mailing lists, ticketing, etc.

**MAIN RESPONSIBILITIES**

- Collaborates with Marketing project managers on all assigned projects; initiates, coordinates and supervises production of key copy, including bios, cut-lines and other variations of promotional texts, and key art, such as posters, thumbnails, invitations, etc.
- Prepares requisition forms for Creative Services to trigger production of content or advertising material for nfb.ca or identified marketing campaigns, including radio ads, web banners, social media content or ads, print ads, etc., and any other materials required for marketing and distribution.
- Coordinates with key stakeholders the revision, editing and approval phases of all marketing assets under their supervision.
- Develops, monitors, updates and communicates the production schedule for promotional materials, as well as the list of deliverables.
- Attends media briefings, aids the project team in carrying out the tasks outlined in traffic sheets provided by the media agency; coordinates the various deliverables and ensures their quality and compliance with specifications.
- Works closely with the appropriate teams to ensure quality control of content and images, but remains solely responsible for delivery of online and offline promotional materials.
- In collaboration with the Marketing project managers, develops the creative brief and helps coordinate the work of freelance writers, video editors (in collaboration with the Marketing Coordinator, Audiovisual and Digital) and graphic artists; ensures sign-off from all stakeholders.
- In collaboration with the Marketing project managers, creates and follows up on freelancer contracts.
- Supplies the required promotional materials to other teams (Communications, Audience Development, Festivals, Distribution, etc.) to facilitate implementation of plans.

- Ensures that all informational documents (licences and source credits) related to descriptions, images or material delivery are up to date.
- Responsible for archiving all promotional material related to a project.
- As required and in collaboration with the Marketing project managers, coordinates or participates in public events (online or in person) related to the launch of projects.

#### **REQUIRED TRAINING, KNOWLEDGE AND EXPERIENCE**

- College diploma in administration, with a specialization in marketing, or equivalent;
- Minimum of five (5) years' relevant experience, ideally in promotional coordination or event planning;
- Strong marketing knowledge and ability to follow the stages of marketing;
- Knowledge of language used in graphic and audiovisual production;
- Knowledge of Photoshop, Adobe Creative Suite or drawing software is an asset;
- Interest in emerging trends and marketing best practices;
- Bilingualism in both official languages (French and English), both orally and in writing.

#### **SKILLS REQUIRED**

- Responsible and able to establish good interpersonal relationships and be effective in professional interactions;
- Initiative, autonomy, strong customer-service orientation and inclination towards collaboration;
- Ability to adapt to a changing environment and priorities;
- Excellent ability to manage multiple tasks simultaneously and meet deadlines, with an organized and rigorous approach to work.

Qualified candidates who are interested in this position are invited to submit their application online, via the web page [Work at the NFB](#), by **OCTOBER 30, 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.*