



DIRECTOR, LOYALTY AND ENGAGEMENT

Permanent

Full-time

Advancement – Loyalty & Engagement

TIFF is a charitable, cultural organization dedicated to presenting the best of international and Canadian cinema and creating transformational experiences for film lovers and creators of all ages and backgrounds in our home - TIFF Bell Lightbox. Our mission: To transform the way people see the world, through film.

TIFF is committed to embracing diversity and treating all individuals with respect, dignity and fairness by removing physical, social and economic barriers to participation.

We encourage you to reflect on the land that you are on, who the traditional keepers of the land are, what the treaty relationship is, or if it's unceded territory. TIFF is located on the Treaty Lands and Territory of the Mississaugas of the Credit and the traditional territory of the Anishinaabe, the Wendat, and the Haudenosaunee. We are grateful to work on this land.

We are currently hiring for the position of:

DIRECTOR, LOYALTY AND ENGAGEMENT

This is an exciting opportunity to help build and manage the best film community in the world. TIFF is seeking a dynamic marketing leader to oversee TIFF's membership and patron programmes.

RESPONSIBILITIES:

- Developing and implementing membership recruitment programs and strategies to increase membership levels
- Designing evaluation materials to monitor member satisfaction and creating a data-driven strategy including clear audience metrics on conversion, segmentation, and life-time audience value
- Designing all aspects of program including pricing, benefits, levels, inventory, stewardship
- Working across departments to develop outstanding and exclusive member experiences, events and benefits
- Building strong relationships with key supporters
- Creating all member communications, campaigns, and touchpoints
- Providing due diligence to ensure that members receive the highest level of customer service



- Overseeing Advancement Operations and its function in supporting other revenue generators through reporting, data processing, analytics and CRM data integrity
- Developing and managing budget, reforecasting and achieving revenue and expense targets
- Overseeing Loyalty and Engagement team

RATE OF PAY:

- Job Grade 5
- 90,000- 120,000/ Annually

START DATE:

- Early August or to be negotiated

MINIMUM REQUIREMENTS:

- Demonstrated passion for film and cinema culture
- 8+ years of work experience in arts and culture or non-profit direct marketing
- 5+ years experience managing multiple staff reports
- Demonstrated track record of multi-tasking with a high attention to detail in a fast-paced environment
- Strategic thinker with sound decision making and problem solving skills
- Relationship builder who is persuasive and influential
- Exceptional financial acumen with ability to perform budget and forecast analysis
- Experience managing CRMs and customer service
- Exceptional verbal and written communication skills
- Adaptable to a flexible work schedule including some evenings and weekends
- Familiarity with AFP (Association of Fundraising Professionals) Donor Bill of Rights and AFP Code of Ethical Principles and Standards

HOW TO SUBMIT & APPLICATION DEADLINE:

- All applications must be submitted online through [TIFF's Career Centre](#).
- Please upload your cover letter and resumé as **one** PDF, before the deadline of **MONDAY JULY 19, 2022**

CLOSING:

We thank everyone who applies for their interest, but only candidates selected for an interview are contacted. Candidates must be legally able to work in Canada at this time. TIFF regrets that it is unable to sponsor employment Visas.

Please send any questions via e-mail only to careers@tiff.net.



TIFF is committed to fostering an inclusive and accessible environment where employees feel valued and respected, and where every employee has the opportunity to realize their potential. As such, we welcome and encourage applicants who identify as racialized persons, Indigenous persons, persons with disabilities, and persons across the spectrum of sexual orientation and gender identities.

If you are a person with a disability and require accommodation and/or assistance during the application process, please contact us in advance at careers@tiff.net. We strive to provide reasonable accommodations whenever requested.