

Melbourne International Film Festival

JOB DESCRIPTION

POSITION TITLE:	<u>Marketing & Communications Coordinator</u>
REPORTS TO:	Marketing & Communications Manager
CONTRACT DATES:	Full time Monday 6 March – Friday 29 September 2017
FESTIVAL DATES:	Thursday 3 – Sunday 20 August 2017
LOCATION:	Collins St, Melbourne office
SALARY:	\$50,000 pro-rata

POSITION OVERVIEW:

Melbourne International Film Festival is one of the world's oldest film festivals, celebrating its 66th annual event in 2017. Based in the Melbourne CBD, MIFF runs for 18 days with an extensive program of contemporary world cinema, Australian films, documentaries, retrospectives, panels, discussions and special events.

The Marketing & Communications Coordinator is a critical role in a fast-paced environment, implementing effective marketing and promotional strategies in line with organisational goals and to meet ambitious audience attendance and brand profile targets. This is an exceptional opportunity for an ambitious candidate to make their mark in a challenging and rewarding environment.

ORGANISATIONAL RELATIONSHIPS

Reports to: Marketing & Communications Manager

Part of the Marketing Team: Membership Coordinator, Graphic Designer, Publications & Website Editor, Marketing Interns. The team works closely with the Partnerships Manager and reports to the General Manager.

Key interactions: Graphic Designer, Publications & Website Editor, Program Coordinator, Membership Coordinator, Partnerships Manager, Operations Manager, Volunteers Coordinator, Venues Managers, General Manager.

The position is responsible for the ongoing management of the integrity of the Festival brand; development of the Festival profile, maximising box office income and Membership revenue. This is achieved through an integrated festival campaign as well as targeted communications for individual films, events and program strands. The department also delivers marketing benefits to sponsors and partners.

SKILLS AND EXPERIENCE

Skills

- Highly developed project management skills
- Proven high level organisational and time management skills
- Outstanding written and oral communications skills
- High level attention to detail and follow-through
- Copywriting and editing skills
- Ability to think laterally, creatively and strategically

- Strong analytical and problem solving skills
- Highly developed interpersonal skills and ability to collaborate in a team
- High levels of self motivation, initiative and the ability to work unsupervised
- Proven ability to work under pressure as well as plan and prioritise a heavy workload
- Image manipulation using Photoshop, and video editing skills desirable
- Tertiary qualifications in marketing, arts & cultural management, media or similar

Experience

- Demonstrated experience delivering integrated marketing campaigns, preferably within the arts industry, in order to maximise ticketing revenue
- Print management, from brief, through design, proofing and delivery
- Database management
- Setting up proactive marketing promotions
- Relationship management across a broad range of stakeholders
- Resilience in a busy, complex and dynamic environment
- Proficient in the use of Mac computers and Office software
- Minimum of basic Photoshop / image manipulation skills to create digital assets
- CMS experience, including email marketing campaigns, devising engaging content for social media platforms, managing website content and assets, basic HTML knowledge
- Report writing and acquittal documentation

SELECTION CRITERIA

- Tertiary level qualification in a relevant discipline and/or recognised experience in marketing. Event experience desirable.
- Demonstrated ability to develop of processes in order to effectively manage multiple projects and tasks simultaneously.
- Strategic and innovative thinking, from concept to execution.
- High level interpersonal communication skills to develop positive working relationships and partnerships, as well as influence outcomes in a constructive and professional manner.
- Ability to write compelling marketing copy across website, social and promotions.
- Interest in and understanding of film culture desirable.

POSITION DESCRIPTION

<p>Printed publications</p>	<ul style="list-style-type: none"> • Coordinate the production and distribution of festival campaign collateral • Traffic print jobs, from initial brief through to delivery and install, working closely with internal graphic designer and publications editor, through to printer and signage production house • Ensure all major outdoor signage - banners, flags, large format street furniture, venue signage - is delivered and installed on time • Brief the collateral distributor and work closely to ensure posters, brochures, any other materials are delivered and in market on time
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<p>TVC /Trailer</p>	<ul style="list-style-type: none"> • Liaise with local exhibitors to develop a cinema advertising schedule, securing contra spots; keep a record of the value for reporting purposes • Deliver the trailer/TVC to digital screen partners
<p>Digital Communications and Social Media</p>	<ul style="list-style-type: none"> • Contribute to social media strategy development and implement content under the direction of the Marketing & Communications Manager (MCM) with the objective of driving ticket sales and increasing audience engagement • Includes Facebook, Twitter, YouTube, Instagram, Snapchat and emerging platforms (eg: Periscope) that may be relevant to meeting objectives • Coordinate uploading of film trailers for YouTube and MIFF website • As directed by MCM and seeking appropriate internal and external stakeholder approvals, create content, schedule and distribute MIFF <i>Widescreen</i> eDM, using Campaign Monitor email software • Coordinate sponsor deliverables across eDM and social as required • Coordinate reciprocal promo with arts and film industry partners across eDM and social • Niche marketing: responding to the themes, issues and ideas in the program, coordinate promotions with relevant community groups, subcultures, retail, arts partners, film groups, film schools et al to create awareness for particular films, events and programming strands in new markets • Contribute marketing and promotional ideas for MIFF-related properties such as Talking Pictures, and MIFF Premiere Fund in consultation with MCM • Confidently navigate website content management system (CMS); basic HTML skills • Basic Photoshop skills for image editing and social asset creation • Video editing skills desirable
<p>Marketing Interns</p>	<ul style="list-style-type: none"> • Assist with recruiting appropriate festival Marketing Interns • Coordinate tasks for Marketing Interns, largely across festival program materials and social media content management • Direct interns to assist with marketing collateral at venues during festival as required
<p>Travelling Film Festival (September-October 2017)</p>	<ul style="list-style-type: none"> • Coordinate production of regional Travelling Film Festival print and digital assets (poster, flyer, web pages, eDM, social content), and any venue or local signage requirements • Coordinate social media and niche marketing with regional venues, local councils, arts organisations, community groups • Assist with any regional event organisation requirements that may arise
<p>Membership</p>	<ul style="list-style-type: none"> • Assist Membership Coordinator as required on marketing activities to meet annual Membership acquisition and retention targets • Activities may include contributing to Membership Strategy,

	<p>promotion of Membership through MIFF channels, scheduling Members eDM around MIFF's regular <i>Widescreen</i> eDM, updating the website with Membership information</p>
Festival Documentation	<ul style="list-style-type: none"> • Provide a briefing document on signage locations and key events to festival photographers for archival, sponsorship and social media purposes, and provide direction and support to photographers at key events • Provide support as needed to festival videographers, including briefing documents, reviewing and providing feedback on video documentation
Marketing Suppliers	<ul style="list-style-type: none"> • Maintain relationships with key marketing suppliers, including outdoor signage production, printer, distributor and third party street furniture or signage operators
Other duties	<ul style="list-style-type: none"> • Any other duties as reasonably directed by the MCM • Always keep MCM informed of expenditure and ensure it is within budget at all times
Reporting	<ul style="list-style-type: none"> • Annual Festival Campaign Reach document: Collate metrics, \$ values and report against previous benchmarks • Provide an Exit Report on your role and recommendations for 2018
Contribute to positive staff morale and maintain professional and productive working relationships with MIFF core and contract staff	<ul style="list-style-type: none"> • Demonstrate a willingness to assist other staff when necessary and contribute to a positive working environment • Consistently display respectful behaviour towards other staff members and Festival patrons • Communicate any problems, delays, risks or concerns to your manager immediately and recommend solutions where possible • Maintain confidentiality of all MIFF information and intellectual property