

# MELBOURNE INTERNATIONAL FILM FESTIVAL

## POSITION DESCRIPTION

<b>POSITION TITLE:</b>	Marketing and Communications Manager
<b>REPORTS TO:</b>	General Manager
<b>DIRECT REPORTS:</b>	Marketing Coordinator, Digital Communications Coordinator, Membership Coordinator, Publications Editor, Graphic Designer, Marketing Interns
<b>KEY INTERACTIONS:</b>	Artistic Director, Industry Director, Finance Manager, Partnerships Manager, Systems Manager, Publicity Manager and Operations Manager.
<b>ORGANISATION:</b>	
<b>Vision</b>	Build an enlightened, engaged society through film
<b>Mission</b>	To bring to you the story of the world through curated and unforgettable screen experiences.
<b>Core Values</b>	Independence, High Performance, Inspiration, Creativity, Integrity, Good Governance

Established in 1952, the Melbourne International Film Festival (MIFF) is one of the oldest ongoing cultural events in Australia and is the largest and most significant screen event in the southern hemisphere. The MIFF immersive audience experience is created to:

- present the diversity of the world's stories through curated film choices that are not bound entirely by commercial priorities;
- select the most cutting-edge and exciting new forms of cinema from around the world, on the basis of originality, relevance and urgency;
- provide quality curated experiences for those who want to take the temperature on film as an artistic medium at the given moment;
- connect audiences directly with the artists and confronting and debating challenging and complex issues and ideas;
- celebrate the big screen experience, the environment for which films were designed, with the best possible technical presentation;
- entertain culture seekers with pleasurable experiences and engage and energise passionate filmgoers with fearless programming;
- showcase new technologies;
- create events that are unmissable for culture-seekers.

## POSITION OVERVIEW:

The Marketing & Communications Manager is a pivotal role responsible for planning and delivering a marketing strategy that delivers a high-visibility, high-quality festival campaign that reflects MIFF's artistic and curatorial ambitions, achieves MIFF's attendance, box office and membership income targets, and creates content and collateral to drive audience engagement year-round.

Reporting to the General Manager and managing a small marketing and publications team, this role is both strategic and very hands-on in the implementation and delivery phase, covering a marketing communications mix including branding, external marketing communications, stakeholder management, audience development and digital channel development.

Please note, it is a requirement of the position that the post-holder is able to work, and do so in the MIFF office, in the months of June/July/August during which time no major annual leave will be approved.

## Major Areas of responsibility:

<b>Strategy, Execution and Budget</b>	<ul style="list-style-type: none"><li>• Responsible for developing a strategic marketing plan and accompanying execution plan that drives box office sales, encourages audience visitation, engagement, builds awareness and measures and reports on the results.</li><li>• Manage the marketing budget, and execute all activities within the approved budget and phasing.</li></ul>
<b>Lead the Marketing and Communications Team</b>	<ul style="list-style-type: none"><li>• Marketing team leader, responsible for recruiting, performance reviews, managing workflows and supervising outcomes for delivery on time and within budget</li><li>• Facilitate constant, constructive communication between the marketing team and all other MIFF departments.</li><li>• Ensure comprehensive post-festival reports are delivered by marketing staff.</li></ul>
<b>Membership</b>	<ul style="list-style-type: none"><li>• Lead the Membership Coordinator in developing and executing membership strategies that will achieve the financial targets.</li></ul>
<b>Marketing Campaign</b>	<ul style="list-style-type: none"><li>• Manage relationship with Creative Agency to develop a full mix marketing campaign including festival trailer</li><li>• Ensure timely delivery of campaign concepts for Board Committee approval</li><li>• Manage execution of marketing concepts across all media and ensure timely delivery of all elements to all media partners</li></ul>
<b>Audience Development</b>	<ul style="list-style-type: none"><li>• Drive audience development to grow opportunities in new market segments, increase revenue from existing segments through promotions and other tactics, facilitate year-round audience engagement and ensure positive customer experiences at every marketing touchpoint</li><li>• Manage audience research, including deployment of the annual post-festival survey in conjunction with relevant departments, including Venues and Operations</li><li>• Source incentives to encourage survey completion as required</li></ul>
<b>Partnerships</b>	<ul style="list-style-type: none"><li>• Collaborate closely with the Partnerships team to secure and service festival sponsors, ensuring all sponsorship deliverables are met and proactively identify new opportunities.</li><li>• Take the lead liaison role with sponsors who provide marketing services to the festival, including contract negotiations with media companies, print and digital suppliers and promotional partners.</li></ul>
<b>Printed marketing collateral</b>	<ul style="list-style-type: none"><li>• Oversee the production and maximise the distribution of the printed Program Guide through approved channels</li><li>• Oversee the production and maximise the distribution of all other printed materials, including venue and directional signage requirements.</li></ul>
<b>Website</b>	<ul style="list-style-type: none"><li>• Maintain MIFF website content year-round, alongside a dedicated website/publications editor during the peak festival season.</li><li>• Liaise with Systems Manager on website user testing to identify website enhancements to enhance customer experience</li></ul>

<b>Digital marketing</b>	<ul style="list-style-type: none"> <li>Responsible for production and delivery of email newsletters (eDM), social media and video content, producing engaging and informative material that aligns with MIFF's policies and procedures and approval processes.</li> <li>Generate giveaways for Widescreen, ensuring that all giveaways are in accordance with MIFF's policy on promotions and giveaways</li> </ul>
<b>Festival Lounge</b>	<ul style="list-style-type: none"> <li>Work with other MIFF departments on strategies to drive traffic to the Festival Lounge, providing signage, collateral and prizes as required.</li> </ul>
<b>Travelling Showcase</b>	<ul style="list-style-type: none"> <li>Oversee all marketing requirements for the annual Travelling Showcase across regional Victoria.</li> <li>Develop marketing channels in regional Victoria that will assist in ticket sales and building awareness</li> </ul>
<b>Marketing Services</b>	<ul style="list-style-type: none"> <li>Noting that the Industry Department is a separate fee-paying-to-MIFF business, from time to time provide marketing services as requested, and approved, by the Industry Director as follows: <ul style="list-style-type: none"> <li>Website, social media and eDM promotions (including copy, online adverts and giveaways) for the Industry department events of 37South and Accelerator Lab and affiliate events</li> <li>Ensuring that MIFF Premiere Fund Films are promoted effectively in accord with contractual obligations, including website, social media and eDM promotions (including copy, online adverts and giveaways)</li> </ul> </li> </ul>
<b>Festival Reporting</b>	<ul style="list-style-type: none"> <li>Identify the key reporting metrics and ensure that data is collected and analysed.</li> <li>Look for ways to collect data on the effectiveness of all MIFF marketing activities, including the MIFF Website and Apps, digital marketing channels, social channels, printed marketing materials, video and newsletters.</li> <li>Assist in the production of post-festival reports prepared for external stakeholders.</li> <li>Prepare post-festival marketing report and other reports as requested</li> </ul>
<b>Be a constructive member of the MIFF Team</b>	<ul style="list-style-type: none"> <li>Demonstrate a willingness to assist other staff when necessary and contribute to a positive working environment</li> <li>Consistently display respectful behaviour towards all volunteers, staff members and festival patrons</li> <li>Communicate any problems, delays, risks and concerns to the GM and other appropriate staff immediately, together with recommended solutions if and where possible</li> <li>Maintain confidentiality of all MIFF information and intellectual property.</li> </ul>

## KEY SELECTION CRITERIA

- Demonstrated experience and achievements in a marketing management role ideally in festivals/arts/events environment
- Demonstrated strong capability to work effectively as part of a collaborative team environment
- Sound negotiation skills with experience in negotiating supplier and marketing partnership agreements
- Experience in managing staff and HR processes
- Strong financial management and project cost management skills with track record of delivering to budget
- Experience of working in a high-volume environment with ability to work under pressure, to deadlines and multi-task
- Strong communication and stakeholder management skills with a demonstrated ability to develop and manage long-term, trusting relationships with potential suppliers and partners both internal and external
- Strong team player with the ability to lead, motivate and engage marketing team
- Tertiary qualification in marketing

## KEY COMPETENCIES

Marketing Expertise - Advanced understanding of marketing and communications practices and trends across all current and emerging mediums. Advanced knowledge of the Australian cultural sector, its practices and supporters.

Problem Solving – Ability to solve difficult problems with effective solutions; probes all fruitful sources for answers; can see hidden problems; is excellent at honest analysis; looks beyond the obvious and doesn't stop at the first answers.

Priority Setting – spends time and the time of team members on what's important; quickly zeros in on the critical few and puts the trivial many aside; can quickly sense what will help or hinder accomplishing a goal; eliminates roadblocks; creates focus.

Leadership Skills – relishes leading; manages conflict, takes unpopular stands if necessary.

Action-Oriented – enjoys working hard; is action-oriented and full of energy for the things seen as challenging; not fearful of acting with a minimum of planning; seizes more opportunities than others.

Organisational Agility – knowledgeable about how organisations work; understands the origin and reasoning behind key policies, practices, and procedures; understands the cultures of organisations.

Motivating Others – creates an environment in which people want to do their best; can motivate many kinds of direct reports and team or project members; empowers others; invites input from each person and shares ownership and visibility; makes each individual feel his/her work is important; is someone people like working for and with.