

Melbourne International Film Festival

JOB DESCRIPTION

POSITION TITLE:	<u>Marketing & Communications Coordinator</u>
REPORTS TO:	Marketing & Communications Manager
CONTRACT DATES:	Full time Tuesday 5 March – Friday 27 September 2019
FESTIVAL DATES:	Thursday 1 – Sunday 18 August 2019
LOCATION:	Collins St, Melbourne office
SALARY:	\$50,000 pro-rata + super

POSITION OVERVIEW:

Melbourne International Film Festival is one of the world's oldest film Festivals, celebrating its 68th annual event in 2019. 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 to grow the organisational brand and meet ambitious targets for audience growth, engagement and ticket revenue. This is an exceptional opportunity for a highly motivated 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, Membership Coordinator, Partnerships Manager, Operations Manager, Volunteers Coordinator, Venues Managers, General Manager.

The Marketing and Communications team is responsible for the ongoing management and integrity of the Festival brand and development of the Festival profile to reach new audiences and maximise box office 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 and organisation skills
- Excellent project management skills
- Ability to think laterally and creatively
- Strong analytical and problem-solving skills
- Outstanding written and oral communication skills, including copywriting and editing
- High level attention to detail and follow-through
- Highly developed interpersonal skills and ability to collaborate in a team
- High levels of self-motivation, initiative and the ability to work unsupervised as required
- Excellent administrative skills including experience in word processing, spreadsheets, databases, mail clients, Adobe suite and working on Mac computers
- Basic image manipulation skills to create digital assets
- Basic video editing skills desirable

Proven ability to work under pressure as well as plan and prioritise a heavy workload

Experience

- Experience delivering integrated marketing campaigns, preferably within the arts industry, in order to grow audiences and maximise ticketing revenue
- Experience in the management and delivery of a variety of campaign collateral, from brief, through design, proofing, delivery and installation
- Experience creating EDMs in Campaign Monitor, Mailchimp or similar
- Experience creating content for Instagram, Facebook, Twitter and Youtube for marketing purposes
- Experience in managing website content and assets via CMS
- Experience in database management
- Experience in managing relationships across a broad range of stakeholders
- Experience reporting against targets
- Experience working in a busy, complex and dynamic environment

SELECTION CRITERIA

- Tertiary qualification in marketing, arts & cultural management, media or a relevant discipline and/or equivalent experience
- Demonstrated experience in the planning and delivery of integrated marketing campaigns designed to maximise visitation and ticketing revenue, from concept to execution, preferably within an arts or festival environment
- Demonstrated experience in the production and delivery of marketing collateral across print and digital signage, advertising and publications
- Experience drafting compelling content for eDMs and social media including Instagram, Facebook, Twitter and Youtube
- Ability to develop positive working relationships and partnerships, as well as influence outcomes in a constructive and professional manner
- Ability to develop processes and problem solve in order to effectively manage multiple projects and tasks simultaneously
- Full availability during the key festival period is a key requirement of the role
- Interest in and understanding of the arts and film culture is desirable

POSITION DESCRIPTION

Campaign Collateral	<ul style="list-style-type: none"> • Coordinate the production and distribution of Festival campaign collateral, from initial brief through to delivery and install • Work closely with Graphic Designer and Publications Editor, Printer, Production House and Distributor to ensure all major outdoor and venue signage (banners, flags, large format street furniture, venue signage), advertising and publications are delivered, installed and distributed on time
TVC/trailer	<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
Digital Communications and Social Media	<ul style="list-style-type: none"> • Contribute to the social media strategy under the direction of the Marketing & Communications Manager (MCM) with the objective of driving ticket sales and increasing audience engagement • Draft compelling content for MIFFs social media platforms Instagram, Facebook and Twitter • 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 • With the approval of MIFF executive, publish content to the MIFF website and social media • Edit images and create assets for website and social media as required • Coordinate uploading of film trailers on YouTube and MIFF website • Coordinate the delivery of sponsor marketing benefits across eDM and social media platforms • Seek out and coordinate reciprocal promotion with arts and film industry partners across eDM and social media platforms • Niche marketing: responding to the themes, issues and ideas in the program, coordinate promotions with relevant institutions and community groups to grow awareness in new markets • Contribute marketing and promotional ideas for MIFF-related properties such as MIFF Talks and MIFF Premiere Fund in consultation with MCM • Video editing skills desirable
Marketing Interns	<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

	<ul style="list-style-type: none"> • Direct interns to assist with marketing collateral at venues during Festival as required
Travelling Film Festival (September-October 2019)	<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
Membership	<ul style="list-style-type: none"> • Collaborate with Membership Coordinator as required on marketing activities to meet annual Membership acquisition and retention targets • Activities may include contributing to Membership Strategy, promotion of Membership through MIFF channels, scheduling Members eDM around MIFF's regular <i>Widescreen</i> eDM, updating the website with Membership information
Festival Documentation	<ul style="list-style-type: none"> • Provide direction and support to photographers and videographers including providing clear briefing documents, constructive feedback and assistance at key events as needed • Brief Festival photographers on signage locations and key events for archival, sponsorship and social media purposes
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
Reporting	<ul style="list-style-type: none"> • Annual Festival Review document: Collate campaign metrics, spend and contra and report against past metrics and organisational targets • Provide an Exit Report and make recommendations for 2020
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
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