



## Position Description

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| <b>Position Title</b>       | Marketing Executive                      |
| <b>Reporting to</b>         | Head of Marketing and Customer Relations |
| <b>Salary</b>               | \$70k pro rota + 9.5% super              |
| <b>Contract Dates</b>       | Full time                                |
| <b>Application Deadline</b> | Monday 26 March 2018                     |

Sydney Film Festival (SFF) is one of the longest running events of its kind in the world. Each year the Festival brings the best new local and international films to audiences in Sydney. As well premiere features from over 60 countries, SFF screens short films, Australian films, documentaries and archive titles. The Festival hosts a number of awards to recognize excellence in filmmaking, including the Official Competition, Dendy Awards for Australian Short Films, (which are Academy Award eligible) and Documentary Australia Foundation Prize.

Sydney Film Festival, now going into its 65th year, occurs over 12 days in June in 10 locations across the Sydney CBD, Cremorne, Randwick and Inner West, screening 350 sessions of over 190 films.

The Travelling Film Festival (TFF) operates all year, taking weekend festivals to 19 venues across regional NSW, Queensland and the Northern Territory.

## Position Description

The SFF Marketing Team is responsible for the successful promotion of the festival, including the films, program strands and non-film events. It carries the primary responsibility for achieving sales and attendance targets and runs all advertising, publicity, promotional and ticketing activity for SFF, the TFF and related corporate areas including Development and Philanthropy.

The Marketing Executive is responsible for the production management of printed materials and advertising. Tasks range from proof reading, to data entry, to liaising with marketing professionals, media, design agencies and production partners.

The role manages the relationship with external designers; with all artwork and design traffic, briefings and revisions controlled by this position. The Marketing Executive also ensures the timely and accurate delivery of content from the Content Editor and supervises the activities of the In-House Designer and Marketing Assistant.

Maintenance of strict schedules for design deliverables are managed through this position in association with the Head of Marketing for both print and online applications.

In addition, the Marketing Executive is responsible for producing all SFF filmed content, including interview and events during the Festival.

The Marketing Executive in collaboration with the TFF Manager is responsible for the execution of the TFF individual marketing campaigns.

The key tasks and responsibilities of the Marketing Executive are:

- Management of collateral schedule; including completion of artwork briefs, briefing designers, ensuring that no deadlines are missed and that all material is signed off by relevant colleagues
- Production manage the SFF printed guide including schedule and reporting to the Head of Marketing and the CEO
- Assist Head of Marketing with all aspects of the TVC, website, program and creative for the Festival

- Produce filmed content for SFF channels
- Coordinate distribution of collateral
- Collate examples of all collateral for files
- Ensure that all collateral is displayed correctly at all Festival venues
- Liaise with Publicity Manager and external agencies as required
- Work with Volunteer Manager to ensure all Festival and partner collateral is distributed appropriately.
- Meet with all distributors of confirmed films to discuss promotional opportunities; which talent is available for press, the promotion of films through their social media channels and any other cross-promotional opportunities
- Assist with content/competition sourcing for e-Newsletter, Facebook, Twitter etc
- Execute the TFF marketing campaigns including production of programs, posters, advertising, social media and cross promotional campaigns

### **Key Selection Criteria**

#### **Essential**

- Minimum 4 years marketing experience within the arts or entertainment industry
- Proven copywriting and proofing skills
- Proven print and advertising design briefing
- Advanced print production skills
- Excellent organisational and multi-tasking skills, with the ability to plan, prioritise and meet deadlines
- Excellent collaborative and relationship management skills
- Advanced database systems, excel and word and power-point skills
- Excellent oral and written communications skills
- The ability to work under pressure
- People management skills

## **Desirable**

- Previous experience working in events in the arts or a cultural organisation
- An interest in film and the film industry
- Good understanding of promotional opportunities for press and social media

## **Core Competencies**

- **Team Focus:** Is committed and skilled at working with and assisting others to achieve positive outcomes
- **Flexible:** Demonstrates a willingness to take on new challenges roles and responsibilities and adapt positively to changing working conditions and priorities
- **Self Starting:** Highly motivated to achieve, shows initiative and acts proactively to deliver excellent results without directive supervision
- **Interpersonal:** Skilled at building rapport, understanding others needs and developing effective working relationships