

SYDNEY FILM FESTIVAL

POSITION DESCRIPTION

Position Title	Campaign Manager
Reporting to	Head of Marketing
Manages	Marketing & Publications Coordinator, In House Designer
Contract Dates	17 February – 27 June 2025
Salary	\$72,500 pa + super (pro rata) + Superannuation contribution

The Sydney Film Festival (SFF) is one of the longest running events of its kind in the world.

The annual June Festival brings the best new films from Australia and around the world to audiences in Sydney. As well as 250+ features, shorts, retros, and documentaries from over 50 countries across 350+ sessions at around eight Sydney-wide venues across 12 days. The Festival is celebrating its 72nd Festival in 2025 between 4 – 15 June.

The Festival hosts several awards to recognise excellence in filmmaking, including the Official Competition, Documentary Australia Foundation Award for Australian Documentary, and Dendy Awards for Australian Short Films (which are Academy Award eligible) incorporating fiction, animation, and screenplay categories.

SFF also presents the Travelling Film Festival, taking mini festivals to 19 venues across regional NSW, the Northern Territory and regional Queensland. SFF receives funding from federal, state, and local government, corporate sponsorship, and philanthropic donations.

OVERVIEW OF THE POSITION

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, and related corporate areas including Development and Philanthropy.

The Campaign Manager and is responsible for overseeing the promotion and branding of the festival, and ensuring high visibility across print, media, outdoor, and third parties to increase audiences. The role takes responsibility as the primary point of contact with our external media partners, advertisers, cross promotion partners, marketing suppliers and venues partners.

Tasks range from campaign scheduling, writing, editing and proof-reading copy to overseeing collateral design, liaising with marketing colleagues, media, advertisers and production partners. In

collaboration with the Publications and Marketing Coordinator also oversees the cross-promotion and niche marketing.

The role manages the production of printed signage, collateral and advertising materials.

The Campaign Manager also supervises the activities of the Marketing Coordinator and the In-House Designer.

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

The key tasks and responsibilities of the Campaign Manager are:

- Developing and managing the Sydney Film Festival 2025 campaign, including branding across all printed and digital assets.
- Management of all media partnerships, maximising their potential
- Management of design and delivery of all festival advertising, including completion of artwork briefs, briefing designers, ensuring that no deadlines are missed and that all material is signed off by relevant colleagues
- Primary liaison point with our venue partners to ensure they received materials to successfully promote SFF through their channels
- Plan and organise signage and outdoor advertising, not limited to flag, billboards, street posters, triffids, and venue signage.
- Ensure brand consistency and excellence across all marketing materials
- Identify and execute opportunities in the campaign to maximise awareness, drive conversion and reach new audiences.
- Proofread and ensure accuracy of printed collateral, eNews and any outgoing third party content
- Oversee cross-promotion and niche marketing that connect certain films to target potential audiences
- Work with distribution team to ensure all Festival and partner collateral is distributed appropriately and displayed correctly at all Festival venues

Key Selection Criteria

Essential

- Minimum 5 years marketing or partnership experience
- A keen eye for detail and enjoys the challenge of working as part of a team in a busy festival environment
- Relevant qualifications in Communications, Marketing Journalism or a similar discipline
- Proven signage, collateral and advertising design briefing
- Advanced traffic management skills, including proofing
- Experience in managing print production
- Excellent organisational & multi-tasking skills, with the ability to prioritise & meet deadlines
- Good customer relations, collaborative and relationship management skills
- Advanced database systems, Excel, Word and Powerpoint skills, InDesign and Photoshop
- Excellent oral and written communications skills
- The ability to work under pressure
- People management skills

- Proven experience and success running a campaign for event marketing
- Demonstrated success increasing audience attendance at an arts organization, event or festival
- Copywriting skills

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
- *Resilience:* Able to persist and deliver when faced with challenges and bounces back quickly from setbacks

To apply for the position, please send your CV and a cover letter addressing the key selection criteria, and your suitability for the role to Joshua Forward, Head of Marketing at info@sff.org.au by 9am Friday 10 January 2025. Interviews to commence shortly after application closing date.