



## POSITION DESCRIPTION

<b>Position Title</b>	Website and Digital Coordinator
<b>Reporting to</b>	Marketing Manager, Head of Marketing
<b>Salary</b>	\$57,000 pro rata
<b>Contract Dates</b>	24 February – 28 June 2019
<b>Application Deadline</b>	Friday 25 January 2019

Sydney Film Festival 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 Documentary Prize.

Sydney Film Festival, now going into its 66th year, occurs over 12 days in June in 12 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.

### OVERVIEW OF THE POSITION

The Marketing Team is responsible for the successful promotion of all aspects of the Festival, including 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.

We're seeking a Website and Digital Coordinator to expand digital engagement with SFF. You will use your exceptional writing and digital skills to lead social media campaigns, content planning, email marketing and web management. You will coordinate the rollout of a paid social media campaign with the help of an agency. We're looking for an ambitious, analytical, and results-driven individual who is happy to work in a highly collaborative team and implement digital marketing campaigns.

The Website and Digital Coordinator is responsible for SFF's website, organising content in collaboration with the Marketing and Ticketing teams on the look, feel and editorial content of the site. The Website and Digital Coordinator also creates and looks after all online channels for SFF including Facebook, Twitter, Instagram, and YouTube.

The successful applicant will enjoy working in a busy environment and be able to juggle multiple tasks concurrently. This is a pressurised, time sensitive role that requires a full range of digital and editorial skills, the capacity to liaise with SFF partners and coordinate material within SFF.

In return, you'll have the opportunity to learn and hone a lot of skills quickly, working with leading industry professionals at a company that looks great on a resume. You'll also enjoy amazing experiences, bragging rights and a bunch of free tickets!

## **KEY RESPONSIBILITIES**

- Work with website developers to ensure the site meets all technical and functional requirements for the Festival including rigorous site testing. Ensuring the Festival website is fully functional, dynamic and engaging. Also ensure the Festival App works and looks great.
- In consultation with the CRM Manager, ensure that the website meets all standards of customer service and usability. Work within the website (CMS) to improve content display.
- In consultation with the Marketing Coordinator, develop a Digital Marketing Strategy for organic and paid social media.
- Reporting and analysing online marketing campaigns including organic and paid search, email, affiliate, display and social.
- Use data to gain insights into website performance and provide ideas on how to increase our audience size and engagement with our audience.
- Execution of approved digital marketing campaigns on platforms like Google Adwords, Google Analytics, Facebook Power Editor and other social media platforms.
- Write and create content for social media.

## **KEY SELECTION CRITERIA**

### Essential

- Exceptional technical knowledge and experience using website content management systems, preferably within the arts or entertainment industry.
- Understanding of website functional specifications and back-end structures, testing and test scripts.
- Excellent knowledge and demonstrable experience with social media at a business to create/promote and manage campaigns.
- Proven ability to work in a high-pressure environment, with competing priorities and deadlines.
- Good understanding of multi-channel content environments.
- Excellent written and verbal communication skills.
- Must have advanced, English written and verbal skills and be able to adapt writing to suit the tone of voice of SFF as well as the ability to proofread and edit copy.
- A flexible attitude to working hours, especially around launch and the Festival period.

## Desirable

- Relevant qualifications in Communications, Marketing Journalism or a similar discipline.
- An interest in film and the film industry.
- Previous experience working in events in the arts or a cultural organisation.
- Experience using WordPress and Mailchimp.
- Experience to Adobe Creative Suite i.e. Photoshop.
- A good working knowledge of Sydney, with reference to arts organisations and online audiences.
- Experience with Google Analytics reporting.

## **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.