

# SYDNEY FILM FESTIVAL

19 November 2020

## POSITION DESCRIPTION

**Sydney Film Festival Position Title:** **Director of Marketing**

The **Sydney Film Festival** is one of the longest-running and best-loved events of its kind in the world. Each year the festival brings the finest new local and international films to Sydney and Australian audiences, with premiere features from over forty countries, alongside 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 (SFF), now in its 67th year, occurs over 12 days in June in 9 locations across the Sydney CBD, Cremorne and Inner West screening 320 sessions of over 190 films. In tandem, the Travelling Film Festival (TFF) operates all year, taking weekend film festivals to 19 regional centres in NSW, Queensland and the Northern Territory.

In 2020 SFF cancelled the 67<sup>th</sup> in-cinema Festival edition yet went on to successfully present the 67<sup>th</sup> SFF Virtual Edition and Awards. The Festival, supported by local, state and federal governments and loyal audiences, is well-positioned to take on the challenges, risks and opportunities that COVID-19 disruption has brought to the film industry.

The Festival is undergoing a digital and data-led transformation to enable successful and dynamic strategic agility and ensure it holds a leadership position in the future of international film festivals – virtual and in-cinema.

## OVERVIEW OF THE POSITION

The purpose of the role is to provide strong and innovative leadership defining and delivering SFF's Communications and Marketing strategies; specifically, through the fundamental changes to the Festival's business model and long-term objectives caused by COVID-19 and changing global film trends. Working with the senior executive team, the Director of Marketing will develop and implement long-term strategies and annual campaigns to achieve the financial and cultural goals of SFF.

The position is permanent full-time and is located at the SFF offices in The Rocks, Sydney.

## Summary of Purpose

### **1. Brand and Marketing Communications**

Key outcome – optimum positioning for SFF in all marketing campaigns and brand assets.

### **2. Digital Integration**

Key outcomes – fully-integrated CRM, Programming, planning and marketing platforms using best-practice digital and data-led methods to predict and respond to business model shifts and expansion.

### **3. Media Relations**

Key outcomes – optimum positioning (nationally and internationally); effective issues management; high visibility of SFF mission and values; high and appropriate visibility on all social platforms; strategic responses to changing media landscape.

### **4. Business Development**

Key outcomes – company knowledge, archival assets and developing technologies utilized to grow corporate and philanthropic business; media and innovation partnerships

### **5. Research and Development**

Key outcomes – a refined understanding of existing and potential markets to drive strategic development, sales expansion and new products.

### **6. Leadership and Reporting**

Key outcomes – significant contribution to executive team and vision for SFF's future; clear and unified collaboration across teams; a happy, productive and effective workplace; timely, proactive and informative plans and reports.

## Responsibilities

### **1. Brand and Marketing Campaigns**

- Develop and implement the strategic marketing and communications plans for SFF and TFF consistent with the goals outlined by the Strategic Business Plan for the short- and long-term vision of the organization.
- Produce timely plans and budgets for all campaigns; measure, adjust and deliver against objectives; maximise ROI; analyze and report on results to optimise insights.
- Manage the creation and implementation of SFF and TFF festival campaigns
- Develop and manage the brand of SFF including design and style guides, ensuring compliance from partners and stakeholders.
- Manage relationships with print, online and electronic media
- Manage relationships with SFF creative agencies
- Develop effective and extensive cross-promotion partnerships
- Negotiate contracts with vendors and distributors to manage marketing and advertising strategies.
- Manage relationships with and meet expectation of key external stakeholders including distributors, filmmakers and government.

### **2. Campaign and Digital Systems Integration**

- Working with the CEO, HR and Head of Development, manage external consultants to establish a new integrated CRM and marketing platform to respond to and expand existing audiences; create new products for new markets; and leverage social media channels
- Manage the full integration of all communication and sales platforms and databases; including the organization timeline, Eventual database, Ferve ticketing system and APP, Shift 72 streaming and sales service, SFF website, print publications, filmed content, publicity and social media channels
- Develop a business case for reporting dashboards to analyse market and sales trends
- Manage database and website for SFF, including briefing and management of external providers
- Manage all festival data exports and testing to ensure system compatibility
- Oversee ongoing software enhancements and developments

### **3. Communication and Media**

- Manage the publicity consultants to achieve desired level and quality of editorial and advertorial coverage of the festival across all forms of media including mainstream and social.
- In consultation with the executive team, develop and implement internal communication policy and protocols for office and off-site teams, including full-time and seasonal staff
- Manage SFF self-generated news and channels; optimise copywriting effectiveness.
- Respond to changing media landscape with innovative strategies.

### **4. Business Development**

- Working with executive team, leverage company knowledge, archival assets and developing technologies to grow corporate and philanthropic capabilities.
- Collaborate with SFF Development to design and implement corporate partnership promotions and ensure related partners investment is fully realized and leveraged.

### **5. Research and Development**

- Analyze audience and sales data, providing forecasts and detailed profiles of existing and developing audience habits and trends over multiple campaigns and years
- Commission, brief and analyze annual quantitative marketing research.
- Design and undertake qualitative research to develop new markets and products
- Enable in-house tools to best ensure that SFF is a data-led organisation, and that insight and analysis is incorporated into regular workplace practice.
- Contribute research knowledge to guide future business model opportunities for SFF and TFF
- Analyze and use available industry research for SFF purposes
- Engage in cultural industry collaboration for sector knowledge and advancement

### **6. Leadership and Reporting**

- The role is a member of the senior executive team

- Leading by example, the role takes a pivotal role in the coloration and support across all SFF teams; contributing to a happy, productive and effective workplace.
- The role is accountable for the effective performance, development and wellbeing of the marketing, digital and publications teams..
- The role advises the CEO on the appropriate structure and resourcing to deliver objectives
- Direct the hiring, training, and performance evaluations of staff and oversee their daily activities and delivery of marketing and sales.
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## KEY SELECTION CRITERIA

### Essential

- Relevant qualifications and experience in marketing, within the festival, arts or entertainment industries, specifically within a digital sales environment
- Advanced skills in implementation and use of digital marketing platforms and software
- Advanced knowledge and use of Excel, Adobe Suite, Business suite, Google analytics, and Ad Management, Wordpress, Mailchimp.
- Proven ability to develop and implement marketing strategies, specifically digital and social media campaigns.
- Proven ability to implement an integrated CRM database and digital marketing platform, including sophisticated data mining tools
- Proven ability to manage mainstream and social media issues
- Proven ability to manage integration of market research knowledge into new business development
- Capacity and track record in negotiating high level marketing relationships
- A keen eye for detail and accuracy and enjoys the challenge of working as part of a team in a busy office environment and being a team leader
- Excellent oral and written communications skills including proof reading skills and capacity to produce good copy under pressure
- Excellent organisational and multi-tasking skills, with the ability to plan, prioritise and meet deadlines specifically with experience in digital, print and publication deadlines
- Excellent customer relations, collaborative and relationship management skills
- A flexible attitude to working hours, especially prior to Festival launch (February – May)
- The ability to work under pressure

### Desirable

- An interest in film and the film industry
- Relevant tertiary qualifications
- Advanced knowledge and use of PowerPoint, Filemaker Pro and Tableau

## 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

The Director of Marketing is a key member of a small team and must be self-starting and proactive in their approach to work, able to multitask and possess excellent skills in organization and attention to detail. The successful candidate will possess the communication skills required to liaise with stakeholders at all levels, including staff, board, volunteers, audiences, suppliers and contractors

<b>Reporting to</b>	CEO
<b>Roles Reporting to the Marketing Manager</b>	Marketing Manager: Digital Marketing Manager: Campaign TFF Marketing Manager Publicity Manager (External Company) Publications Manager
<b>Liaises with</b>	Film Festival Director Ticketing and CRM Manager Heads of Departments Suppliers (print, signage, media, distributors) Agencies (web, advertising, social media, designers) Venues Sponsors Media
<b>Department</b>	Publications Co-ordinator Marketing & Publications Coordinator Designer Marketing Assistant Online Manager Publicists Marketing Interns

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