

# SYDNEY FILM FESTIVAL

## POSITION DESCRIPTION

<b>Position Title</b>	Campaign Manager
<b>Reporting to</b>	Head of Marketing
<b>Manages</b>	Advertising Coordinator, Internal Designer
<b>Contract Dates</b>	17 May – 03 September 2021

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 68th year, occurs 18 – 29 August 2021 at locations across the Sydney CBD, Cremorne, Randwick and Inner West. 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 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 Campaign Manager and is responsible for overseeing the promotion and branding of the festival, and ensuring high visibility across print, media and third parties to increase audiences.

Tasks range from writing, editing and proof-reading copy to overseeing collateral design, liaising with marketing colleagues, 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, as well as production management of printed signage, collateral and advertising materials.

The Campaign Manager also ensures the timely and accurate delivery of the Program Guide from the Publications Manager and supervises the activities of the Advertising 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. In addition, the Campaign Manager is responsible for working with the Materials team on all SFF filmed content, including interview and events during the Festival.

The key tasks and responsibilities of the Campaign Manager are:

- Developing and managing the Sydney Film Festival 2020 campaign, including branding across all printed and digital assets, produced both internally and externally
- Management of all media partnerships, and design and delivery of all festival advertising
- Management of design schedule; including completion of artwork briefs, briefing designers, ensuring that no deadlines are missed and that all material is signed off by relevant colleagues
- Responsibility to maintain the Marketing Tracker (Smart Sheet) including major design jobs and other general marketing deliverables
- Analyse ticketing tracker document to identify gaps in sales driving activities and in response, revise campaign in a timely manner as required
- Production manage the SFF printed guide including schedule and reporting to the Head of Marketing
- Work with Digital Marketing Manager to develop Google Analytics Dashboard to report on key data and statistics of partner campaigns and evaluate success
- Proofread and ensure accuracy of printed collateral, eNews and any outgoing third party content
- 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 experience within the film festival industry
- 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
- Advanced print production skills
- 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, Trello, InDesign and Photoshop
- Excellent oral and written communications skills
- The ability to work under pressure
- People management skills
- Proven experience and success running a film festival campaign
- Demonstrated success increasing audience attendance at an arts organization or festival
- Digital focus in marketing experience
- 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