

SYDNEY FILM FESTIVAL

POSITION DESCRIPTION

Position Title	Materials Coordinator
Reporting to	Materials Manager
Manages	Content Assistant
Contract Dates	17 May – 27 August 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 over 12 days in August in locations across the Sydney CBD, Cremorne, Randwick and Inner West, screening over 150 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 Materials Coordinator helps the Materials Manager by tracking and coordinating publicity and marketing materials for films screening in Sydney Film Festival. It includes the editing and storage of these materials.

The Materials Coordinator is also engaged with the editing and post-production of all SFF original video production, including our launch show and guides to the program.

KEY RESPONSIBILITIES

- Help coordinate all Publicity materials:
 - Request publicity materials for each title screening in the festival, to include:
 - high resolution images (film stills and director headshot);
 - digital press kit, production credits;
 - director and key crew biographies;
 - trailer of the film and/or excerpts;
 - press clippings;
 - previewing links/screeners, and;
 - award details.

- Maintain accurate and detailed spreadsheet of all publicity materials received, including copyright and access details.
- Follow-up requests for publicity materials to meet strict marketing and publicity deadlines.
- Liaise with SFF Publicity, Marketing and Programming teams to fulfill requirements, deadlines and availability of materials.
- Manage content for marketing materials
 - Select images for use in SFF marketing materials, in consultation with Marketing and Programming teams that best represent each individual film or event.
 - Adjust, manipulate and re-size film stills and publicity shots.
 - Upload images and other press materials to SFF website.
- Assist production for all SFF original video production, including
 - Production management of shoots, including dealing with studios, suppliers, cast and crew
 - Post-production including editing, sound mix, grading and export for publishing across web and other digital channels

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.
- Working knowledge of video production process from concept through delivery
- Demonstrable experience with Adobe editing suite
- 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 with Adobe Creative Suite i.e. Photoshop
- A good working knowledge of Sydney, with reference to arts organisations and online audiences.
- Experience with Canva
- Experience with Google Analytics reporting.
- 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.
- **Resilience:** Able to persist and deliver when faced with challenges and bounces back quickly from setbacks.