

# TRAVELLING FILM FESTIVAL

## POSITION DESCRIPTION

<b>Position Title</b>	TFF Marketing and Publicity Coordinator
<b>Reporting to</b>	TFF Manager, Head of Programs
<b>Contract Dates</b>	4 days per week (0.8 FTE), commencing January 2022.  Must be available to work on Fridays.

The Sydney Film Festival (SFF) is one of the longest running events of its kind in the world. Each June, the Festival brings the best new films from Australia and around the world to audiences in Sydney. As well as features and documentaries from over 50 countries, SFF screens Australian short films and retrospective titles.

SFF also presents the Travelling Film Festival (TFF), taking weekend film festivals to around 22 locations across NSW, Northern Territory, and regional Queensland.

### OVERVIEW OF THE POSITION

**The TFF Marketing and Publicity Coordinator is responsible for the successful marketing and publicity of the TFF. It carries the primary responsibility for delivering a marketing and publicity campaign for each location on the TFF annual tour to achieve awareness, sales and attendance targets.**

### RESPONSIBILITIES

The TFF Marketing and Publicity Coordinator is responsible for the production and delivery of printed and online advertising and publicity collateral and other duties related to the TFF.

#### Marketing:

- Manage relationship with external designers; including briefings, artwork and design traffic, copy writing, proof reading, sign-off (with TFF Manager and Programs Manager), and tracking deadlines.
- Manage collateral schedules for all locations, and adhere to strict deadlines for design deliverables, distribution and display for print and online materials.
- Liaise with marketing professionals, media agencies, venues and production partners.
- Work with SFF Marketing and Ticketing teams on the look, feel and editorial content of the website.
- Provide content for SFF website and ticketing platforms.
- Oversee production of TFF sizzle reel and other preshow slides and content.
- Manage the TFF marketing and publicity budget.
- Recruit and supervise Regional Area Champions.
- Manage up to three TFF interns, rotating through the year.
- Archive all collateral.
- Other duties as they arise.

**Publicity tasks:**

- Develop and deliver publicity campaigns for each location and establish relationships with regional organisations, including regional media and relevant arts organisations.
- Coordinate TFF publicity and marketing relationships, including paid media partnerships, third-party reciprocal 'cross promo' partners, and venues.
- Place interviews with regional media, primarily print and radio, relevant to each location.
- Grassroots campaign: research appropriate groups and organisations to promote TFF to niche and film-specific audiences.
- Develop and deliver a Digital Marketing Strategy for social media.
- Manage all TFF social media and online channels including Facebook, Twitter, Instagram, Newsletters and YouTube.
- Report on and analyse online marketing campaigns including organic and paid search, email, affiliate, display and social, as well as execution of approved digital marketing campaigns (by SFF Marketing Manager) on platforms like Google Adwords, Google Analytics, Facebook Power Editor and other social media platforms.
- Use data to gain insights into event performance and provide direction on how to increase our audience size and engagement.
- Maintain database of key marketing and cross promotional contacts.
- Other duties as they arise

**General:**

- Administrative support to TFF as required
- Touring and representing the TFF in few regional locations, subject to budget and COVID restrictions, as agreed with TFF Manager.

**Key Selection Criteria****Essential**

- Minimum three years marketing experience within the arts or entertainment industry
- Excellent knowledge and demonstrable experience utilising social media at a business level to create, promote and manage publicity and marketing campaigns.
- Knowledge of, and interest in, regional Australia.
- Proven copywriting and proofing skills
- Proven print and advertising design briefing experience.
- Advanced print production skills.
- Excellent organisational & multi-tasking skills, with the ability to prioritise & meet deadlines.
- Excellent collaborative and relationship management skills.
- Advanced database systems, Excel and Word and Power-point skills.
- Must have advanced, English written and verbal skills and be able to adapt writing to suit the tone of voice of TFF as well as the ability to proofread and edit copy.
- Proven ability to work in a high-pressure environment, with competing priorities and deadlines.
- Good understanding of multi-channel content environments.
- A flexible attitude to working hours, especially around deadlines.

- Availability to travel to selected TFF events.
- Valid Australian Driver's license.

#### **Desirable**

- Previous experience working with Regional Arts Organisations.
- Proven people management skills.
- Responsible Service of Alcohol Certificate.

#### **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

#### **To apply**

Please send your CV and cover letter addressing the selection criteria to TFF Manager, Sanam Rodrigues at [sanam@sff.org.au](mailto:sanam@sff.org.au). Interviews to commence in January.