

SYDNEY FILM FESTIVAL

POSITION DESCRIPTION

Role Title	Head of Marketing
Authorised by	Sydney Film Festival
Location	Sydney, New South Wales

Date	December 2021
Reports to:	CEO
Role Status:	Full time

THE ORGANISATION

The 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, alongside premiere features from over forty countries, SFF screens short films, Australian films, documentaries and archive titles. The Festival hosts a number of awards to recognise 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 68th year, occurs over 12 days in June in 9 locations across the Sydney CBD and Cremorne and Inner West screening 320 sessions of over 190 films.

The Travelling Film Festival operates all year, taking weekend festivals to 19 regional centres NSW and Queensland and the Northern Territory.

In 2020 SFF cancelled the 67th in cinema Festival Edition; and went on to successfully present the 68th SFF Virtual Edition and Awards. The Festival, supported by local, state and federal governments, is well placed to take on the challenges, risks and opportunities COVID-19 disruption has brought to the film industry.

Currently the Festival is undergoing digital and data transformation to enable successful and dynamic strategic agility to take a leadership position in the future of international film festivals – virtual and in cinema.

OVERVIEW OF THE POSITION

A strategic leadership position in the Executive team reporting to the CEO, the purpose of the role is to provide strong and innovative leadership of SFF's Communication, Marketing, Ticketing and CRM strategies; specifically through the fundamental change to the Festival's business model and long-term objectives caused by COVID-19. The role will lead the digital and data organisational transformation necessary to support Festival's future and its diverse audiences. Working with the senior executive team, the Head of Marketing will develop and implement communication, marketing and customer service long term and annual strategies to achieve the financial and cultural goals of Sydney Film Festival.

The Head of Marketing leads a core team of 7 staff, augmented as required during Festival campaign period and strategic project commitments.

Summary of Purpose

1. Brand and Marketing Communications

Key outcome – optimum positioning for SFF

2. Digital Integration

Key outcomes – fully integrated CRM, programing, planning and marketing platforms positioning SFF as industry benchmark of best practice to support and predict business model pivots and expansion.

3. CRM and Ticketing

Key outcomes – optimal customer experience from marketing, purchase, viewing experience; full organisational use of past and real-time sales patterns, including tracking and dashboards.

4. 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.

5. Content Creation

Key outcomes – SFF self-generated content creates a primary source of information about filmmakers and films for virtual and in-cinema festivals, including edited and original material.

6. Business Development

Key outcomes – Company knowledge and archival assets utilised to grow corporate and philanthropic business; media and innovation partnerships

7. Research and Development

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

8. 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, communications and customer services plan and for SFF and TFF consistent with the goals outlined by the Strategic Business Plan for the short and long term vision of the organisation

- Produce timely plans and budgets for all campaigns to achieve box office income; measure and adjust against objectives; analyse and report
- Manage effective relationships with print, online and electronic media and cross promotion partnerships
- Manage relationships with SFF creative agencies, including For the People and Bolster
- With the Marketing Managers, negotiate contracts with vendors and distributors to implement marketing and advertising strategies.
- Manage liaison and meet expectation of all external stakeholders including distributors, filmmakers and government

2. Digital Integration

- Working with the CEO, and Head of Development, manage the external consultants to establish a new integrated CRM and marketing platform to expand audience; create new products for new markets; and exploit social media channels
- Manage and oversee full-time and seasonal staff training and use of systems
- Lead overarching Project Plan which manages the full integration of all communication and sales platforms and databases; including the organisation 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 the business case for reporting dashboards to analyse market and sales trends

3. CRM and Ticketing

- Development of pricing strategies and sale forecast, balancing firm objectives and customer satisfaction
- Manage the ticketing, database and website for SFF, including briefing and management of external providers, to ensure a customer focused and user friendly ticketing experience for SFF audiences
- Oversee all festival data exports and testing to ensure system compatibility
- Oversee ongoing software enhancements and developments
- Oversee invitations and ticketing systems for VIP events
- Design and plan front of house and crowd control with the Production Manager

4. Communication and Media

- In consultation with the executive team, develop and implement internal communication policy, including software selection, and protocols for office and off-site teams, including full-time and seasonal staff
- Lead the development and implementation of a comprehensive communications and audience development strategy that will grow the national and international profile of SFF; expand audiences and build the brand and reputation of SFF as one of the best film festivals that delivers courageous, audacious and cutting edge cinema
- Manage external 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.
- Manage SFF self-generated news and channels to ensure organisational responsiveness
- With the Publications Editor and Digital Marketing Manager, maintain the style guide, tone of voice and copywriting for SFF

5. Content Creation

- Manage and produce SFF generated moving image and written content
- Manage the production and content creation for the printed guide and website for SFF and TFF

6. Business Development

- Collaborate with Development to design and implement corporate partnership promotion and leverage
- Work closely with Development to ensure related partners investment is fully realised and leveraged across all platforms and relevant materials

7. Research and Development

- With the CRM Manager, use data driven insights to adjust campaigns in real time and inform future decision-making of audience habits and trends
- Commission and analyse annual quantitative marketing research, including developing the brief.
- Design and undertake qualitative research to develop new markets and products
- Put in place desktop tools in-house to ensure that efficient data mining and analysis is incorporated into regular workplace practice.
- Contribute research knowledge to guide future business model opportunities for SFF and TFF
- Engage in cultural industry collaboration for sector knowledge and advancement

8. 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 well being of the marketing, ticketing and CRM 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, ticketing and CRM objectives.

KEY SELECTION CRITERIA

Essential attributes

- Relevant qualifications and experience in marketing, within the festival, arts or entertainment industry, specifically within a ticket sales environment
- 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 experience of advanced use of digital marketing platforms
- 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 print and publication deadlines
- Excellent customer relations, collaborative and relationship management skills
- A flexible attitude to working hours (February – May)
- The ability to work under pressure

Desirable

- An interest in screen and the film industry
- Relevant tertiary qualifications
- Advanced knowledge and use of Excel, 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 Head 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 organisation and attention to detail. The successful candidate will possess the communication skills required to liaise with stakeholders at all levels, including staff, board, volunteers, audience, suppliers and contractors.

Reporting to

CEO

Roles Reporting to the Head of Marketing

Marketing Manager: Digital (FT)
 Marketing Manager: Campaign (FT)
 CRM Manager(S)
 Ticketing and Customer Services Manager (S)
 TFF Marketing Manager(FT)
 Publicity Manager (External Company)(S)
 Publications Editor
 Content and Materials Manager

Liaises with

Film Festival Director
 Heads of Departments
 Suppliers (print, signage, media, distributors)
 Digital, ticketing, online service providers
 Venues
 Sponsors
 Media
 Publications Co-ordinator

Marketing & Publications Coordinator
Materials Producer
Photo and Video Assistant
Video Producer
Content Assistant
Designer
Marketing Assistant
Online Manager
Publicists
Ticketing Staff
Marketing Interns

END.