

SYDNEY FILM FESTIVAL

POSITION DESCRIPTION

Position Title	Digital Marketing Manager
Reporting to	Head of Marketing
Manages	Digital Marketing Coordinator
Agencies	ED (web), Bolster (Social campaigns), For The People (Design)
Contract	Permanent Fulltime

The Sydney Film Festival (SFF) is one of the longest running events of its kind in the world.

The annual June Festival brings the best new films from Australia and around the world to audiences in Sydney. As well as 250+ features, shorts, retros, and documentaries from over 50 countries across 350+ sessions at around eight Sydney-wide venues across 12 days.

The Festival hosts several awards to recognise excellence in filmmaking, including the Official Competition, Documentary Australia Foundation Award for Australian Documentary, and Dendy Awards for Australian Short Films (which are Academy Award eligible) incorporating fiction, animation, and screenplay categories.

SFF also presents the Travelling Film Festival, taking mini festivals to 19 venues across regional NSW, the Northern Territory and regional Queensland. SFF receives funding from federal, state, and local government, corporate sponsorship, and philanthropic donations.

OVERVIEW OF THE POSITION

The Marketing Team is responsible for the successful promotion of all aspects of the festival, including 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, supports the TFF campaign and related corporate areas including Development and Philanthropy.

The Digital Marketing Manager is responsible for executing results-driven digital marketing activity across all SFF-owned channels including the website, social media and email marketing. This role will take the lead in producing online content, managing optimisation and paid social media, providing reporting and analytics that feed into research outcomes, overseeing web functionality projects, and delivering excellent online engagement and audience growth.

This person will ensure the timely and accurate delivery of content from the Materials and Digital Marketing Coordinators and Interns, and will work closely with the Head of Marketing throughout the year to deliver an exceptional brand experience.

KEY RESPONSIBILITIES

Website content and management

- Manage SFF's website CRM (Wordpress) including content management, analytics and performance monitoring, improvement strategy and best-practice tagging and optimisation
- Work with website developers to ensure the site meets all technical and functional requirements for the Festival including rigorous site testing
- Manage web functionality projects end-to-end, including developer communications, scope and requirements, change requests, break fixes and UAT
- Work closely with the Customer Relations Manager to deliver seamless integration of third-party platforms such as Ferve (ticketing) and Sales Force (CRM)
- Ensure successful Festival App roll-out that aligns with brand and positive audience experience KPI's
- Develop and maintain Google Analytics Dashboard to report on key data and statistics
- Use data to gain insights into website performance and provide recommendations on how to increase audience size and engagement with current and potential patrons.

Social Media & Digital Communications

- Monitor daily sales and trends to determine required response through agile digital strategies and tactics
- Deliver organic and paid social media strategies with Bolster, complete ongoing website optimisation and leverage platforms including Google Adwords to meet audience reach targets
- Analyse online marketing campaigns including organic and paid search, email, affiliate, display and social, delivering regular reporting to Head of Marketing and CEO
- Manage the tone of voice and cohesive SFF brand story and guidelines across all social media platforms and email marketing campaigns, integrating messaging from across departments and campaigns
- Write and create content for social media
- Contribute the communications strategy and integration of digital marketing activities to achieve optimum audience engagement year-round
- Deliver the email marketing strategy to engage, acquire and reactivate the email subscriber base.

General

- Contribute to the annual Market Research strategy
- Work with Publications Manager and Head of Marketing on Eventival export to Web and App
- Contribute to production of filmed content for SFF channels, in collaboration with the Materials Manager
- Assist with content and competition sourcing for e-Newsletter, Facebook, Twitter, and manage cross-promotional, niche marketing and Below the Line opportunities
- Outside of the festival period, provide wide-ranging marketing support to the Head of Marketing, including communications with cross-promotional partners and media partners, maintaining email and social media communications, supporting TFF activities and contributing to evaluation and strategy periods.

KEY SELECTION CRITERIA

Essential

- Strong background in digital marketing with demonstrable experience in growing digital engagement and conversion.
- Exceptional technical knowledge and experience using website content management systems.
- Understanding of website functional specifications and back-end structures, testing and test scripts.
- Excellent knowledge and experience with social media to create, promote and manage campaigns.
- Experience with Analytics reporting.
- 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.
- Experience in managing website development projects
- Proven ability to work in a high-pressure environment, with competing priorities and deadlines.
- 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.

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.