

# SYDNEY FILM FESTIVAL

## POSITION DESCRIPTION

<b>Position Title</b>	Digital Marketing Manager
<b>Reporting to</b>	Head of Marketing
<b>Reports</b>	Digital Marketing Coordinator (seasonal contract only)
<b>Role type</b>	Permanent, full-time
<b>Hours of Work</b>	5 days per week, Monday to Friday, 9am – 5pm with an understanding that Festival work will require some out of hours work which is considered for in the remuneration. This role is based in The Rocks, Sydney.
<b>Remuneration</b>	\$80k - \$85k based on experience +10.5% Superannuation contribution

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 celebrated its 70<sup>th</sup> Festival in 2023 and will return 5-16 June 2024.

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 (TFF), 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, and related areas including the Travelling Film Festival (TFF), Partnerships and Philanthropy.

The Digital Marketing Manager is responsible for executing results-driven digital marketing activity across all SFF and TFF owned channels including website, social media and email. 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. You will also work closely with the CRM & Ticketing Manager to ensure that the website offers customers an optimised booking experience via the website – our primary channel for accepting bookings.

You ensure the timely and accurate delivery of content across our digital platforms, and work closely with the Head of Marketing throughout the year to deliver an exceptional brand experience, and cultivate an engaged digital community.

**The key tasks and responsibilities of the Digital Marketing Manager are:**

**Website content and management**

- Manage SFF and TFF's website CMS (Wordpress) including content management, analytics and performance monitoring, improvement strategy and best-practice tagging and optimisation
- Act as the primary contact for our web 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 CRM & Ticketing Manager to deliver seamless integration of third-party platforms such as Ferve (ticketing), MailChimp and Salesforce (CRM)
- Update and test the SFF app, working closely with Ticketing to ensure a positive customer experience
- Import the full program and schedule of 200+ films to the SFF website and app, including testing, proofing, changes and updates
- 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 Advertising**

- Monitor daily sales and trends to determine required response through agile digital strategies and tactics
- Deliver organic and paid social media strategies, website optimisation and leverage platforms including Google Adwords to meet audience reach targets
- Act as the primary contact for our digital agency to craft and optimise large scale digital campaigns including social ads, programmatic display, and search
- Analyse online marketing campaigns including organic and paid search, email, affiliate, display and social, delivering regular reporting to Head of Marketing
- Manage the tone of voice and cohesive SFF brand story across all social media platforms and email marketing, integrating messaging from across departments and campaigns
- Respond and engage with audiences connecting with us via our social media channels

## **Email marketing**

- Deliver the email marketing strategy to engage, acquire and reactivate the email subscriber base
- Work closely with the Ticketing & CRM Manager to identify and segment SFF audiences for targeted campaigns
- Build, test and email and tailoring content and messaging to targeted audiences
- Monitor and analyse trends and in open rates, click rates and audience growth, delivering regular reporting to Head of Marketing

## **General**

- Manage and support a Digital Marketing Coordinator for three months of the Festival campaign period
- Contribute the communications strategy and production of content for SFF channels to achieve optimum audience engagement year-round
- Work with Partnerships Manager to track, schedule, deliver and report on Festival partner content through SFF channels
- Assist with cross-promotional, niche marketing and Below the Line opportunities
- Contribute to the annual Market Research strategy
- 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 activity, supporting TFF activities and contributing to evaluation and strategy periods.

In addition, the Digital Marketing Manager may perform other duties as assigned and required by the Head of Marketing.

## **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 creating and curating content that incites engagement and/or sales on social media.
- Experience in creating targeted EDMs
- 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 using Salesforce.
- Experience marketing ticketed in-person cultural events.
- Experience with Adobe Creative Suite i.e. Photoshop, and/or Figma

#### 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 and your suitability for the role to Joshua Forward, Head of Marketing via email [info@sff.org.au](mailto:info@sff.org.au)

Applications close Wednesday October 5.

Interviews to commence shortly after application closing date.

SFF is an inclusive workplace and encourages applicants of all abilities and backgrounds.