

SYDNEY FILM FESTIVAL

POSITION DESCRIPTION

Position Title	Materials and Content Manager
Reporting to	Head of Marketing
Manages	Materials and Content Manager
Contract Dates	18 March – 21 June 2024
Salary	\$70,000 pa + super (pro rata)

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 is celebrating its 71st Festival in 2024 between 5 – 16 June.

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 SFF Marketing Team is responsible for the successful promotion of the festival, including the 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 corporate areas including Development and Philanthropy.

The Materials and Content Manager is responsible for securing, tracking and coordinating publicity and marketing materials for films screening in Sydney Film Festival. It includes the editing and storage of these materials. The role also assists in the gathering of extended content for use in-cinema and online and also coordinates the storage of Festival photography and video, assists with Festival presentations, and assists with the Festival's digital channels (e.g. YouTube).

KEY RESPONSIBILITIES

- Co-ordinate all Film Marketing / 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/screener, 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 storage and return of publicity materials (where appropriate).
- 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 cutting trailers for social media (with Materials Assistant)
 - Oversee production of slides and other pre-show materials
- Manage production of SFF original video content
 - Assist development of video content strategy with Digital Marketing Manager and Head of Marketing
 - Oversee external content agency / producer
 - Edit sizzle reels including genre specific, teaser and program collections
 - Identify and execute content opportunities aimed at promoting the Sydney Film Festival, aimed at increasing ticket sales or deepening customer engagement.
- During the Festival:
 - Collate, edit, accurately label and archive daily images (e.g. red carpet, functions, talks), in consultation with Industry & Guest, Development and Publicity teams;

Key Selection Criteria:

Essential

- At least three years' experience in materials management and/or content creation
- Advance skills in editing software such as Premiere Pro
- Experience using Adobe Bridge
- Familiarity with graphic design and related software (e.g. Adobe suite)
- Experience creating content aimed at increasing ticket sales
- Excellent understanding of multi-channel content environments.
- Excellent written and verbal communication skills.
- A flexible attitude to working hours, especially around launch and the Festival period.

Desirable:

- An interest in and knowledge of film and film industry
- Experience using WordPress and web CMS systems
- A good working knowledge of Sydney and online audiences
- A good understanding of digital channels and optimising content for particular social media platforms

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

To apply for the position, please send your CV and a cover letter addressing the key selection criteria, and your suitability for the role to Joshua Forward, Head of Marketing at info@sff.org.au by 9am Wednesday 31 January 2024.