

SYDNEY FILM FESTIVAL

POSITION DESCRIPTION

Position Title	Publications Manager
Reporting to	Head of Marketing
Manages	Marketing & Publications Coordinator
Contract Dates	17 February to 20 June 2025
Remuneration	\$72,500pa (pro rata) + 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 200+ 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 72nd Festival in 2025 between 4 – 15 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 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 Publications Manager primary responsibility is producing the main Festival Program Guide and Mini Guides. They also commission, collate, edit, publish and transmit Festival copy across all Festival channels, including copywriting where required.

The key tasks and responsibilities of the Publications Manager are:

- Editing and coordination of text and images and all other content for program guides within strict deadlines

- Oversee the pagination and delivery of content from relevant stakeholders and contributors to the printed program guide
- Proofreading and fact-checking of all content for SFF program guides to the highest standards of accuracy
- Acting as a point of reference for the Marketing team on SFF copy tone of voice and adherence to the style guide.
- Liaison with SFF staff and external contributors for content
- Liaison with Head of Marketing and supervision of Publications Coordinator and Interns for timely trafficking of both text and images within strict deadlines.
- Copywriting eNews and working to ensure timely distribution through Mail Chimp
- In association with the Head of Marketing and CRM and Ticketing Manager, liaison with other relevant SFF staff and service providers to ensure content is delivered and updated in a timely manner and for all ancillary applications (website, App, Mini Guides, eNews)
- In association with the Digital Marketing Manager, translation of some content for Social Media platforms as required
- In association with Digital Marketing Manager, ensure all copy on SFF website and app is timely, accurate and engaging and consistent with printed materials
- Liaison with public relations company for proofing and coordinating approvals of SFF Media Releases

The responsibilities and expectations of the position vary according to the time of year:

- The Program Guide and associated guides (and website) are the focus until Program Launch, along with advertising/marketing copy and Press Releases
- Between Launch and Festival Opening the emphasis shifts towards generating promotional content including writing, editing and collation of SFF eNews, website content and Social Media content. Proofing of advertising and Press Releases remains a core responsibility, as well as being responsible for any changes to copy or credits across platforms.

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

KEY SELECTION CRITERIA

Essential

- Relevant experience in content management and/or copywriting, preferably within the arts or entertainment industry
- A keen eye for detail and accuracy and enjoys the challenge of working as part of a team in a busy office environment
- Excellent oral and written communications skills including proof reading skills and capacity to produce good copy for a range of channels geared towards sales
- 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
- Computer skills relevant to the role, including Photoshop and Microsoft Word
- A flexible attitude to working hours

- The ability to work under pressure
- The ability to take direction and show initiative

Desirable

- Track record in marketing and social media
- Good understanding of multi-channel content environments
- Previous experience working in events in the arts or a cultural organisation
- An interest in and knowledge of the film and the film industry
- Experience in Eventival, Ferve and / or Salesforce
- Experience with Adobe Creative Suite including InDesign

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 Joshua Forward, Head of Marketing via email info@sff.org.au

Applications close 9am Friday 10 January 2025

Interviews to commence shortly after application closing date