

# SYDNEY FILM FESTIVAL

## POSITION DESCRIPTION

<b>Position Title</b>	Marketing and Publications Coordinator
<b>Reporting to</b>	Publications Manager and Campaign Manager
<b>Contract Dates</b>	17 March to 20 June 2025
<b>Remuneration</b>	\$60,000pa (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 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 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.

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The Marketing and Publications Coordinator works in two distinct phases of the campaign to assist the shifting priorities of the Marketing Team over the campaign. In the initial phase of the contract, the role works closely under the Publications Manager to assist in the delivery of the printed and online program guides and mini guides. Once the program has been launched, the role enters its second phase where the role works with the Campaign Manager and utilises their in-depth knowledge of the program to cross-promote the Festival program to niche and targeted audiences.

Duties include:

- The finalisation and proofing of all materials for the SFF Program Guide and Mini Guide, and adding approved copy to the Festival's database (Eventival), as well as building the company eNews in Mailchimp.
- Ensuring accuracy in all detail in the program guide including company credits for each film
- Writing copy for areas of the SFF program guide as directed by the Publications Manager
- Support the Publications Manager in ensuring the timely delivery and project management of the program guide.

- Ensure consistency and accuracy of information between printed media and the SFF website.
- Maintain files, digital content management tools (e.g. Excel and Asna), ensuring its accessibility to all SFF staff
- Assist in the upload of film information into the SFF website via mass upload.
- Manage all of the cross promotion, third-party and partner promotion for the Festival, e.g. social media swaps and inclusion within eNews
- Creating and retaining relationships with cultural and community groups in order to welcome them to films that may interest them, and where applicable, provide a sense of ownership for that group.
- Identify niche marketing opportunities for individual films, with an emphasis on slow sellers.
- Liaise with distributors of confirmed films to discuss promotional opportunities, the promotion of films through their social media channels and any other cross-promotional opportunities
- Day-to-day management of Marketing contacts in Festival database – Eventival – ensuring accuracy of up-to-date data
- Research groups and organisations for avenues to promote SFF to niche audiences
- Write engaging copy for third parties and cross promotion, including master copy.
- Create cross promotion packs for third party cross promoters
- Support to the Campaign Manager in relation to media and venue partners.
- Other duties as agreed with the Publications Manager
- Other duties as agreed with the Campaign Manager

## **KEY SELECTION CRITERIA**

### Essential

- Excellent oral and written communications skills
- Excellent copywriting skills
- Excellent proofreading skills
- Relevant Marketing qualifications and marketing experience, preferably within the arts, cinema or entertainment industry
- Target driven and resilient, with a strong desire to set goals and meet them
- Exceptional attention to detail
- Proven ability to work in a high-pressure environment, with competing priorities, stakeholders and deadlines
- Strong customer and relationship management skills
- Experience working collaboratively as part of a team in a busy environment
- Strong computer skills including experience using Microsoft Office products (eg Excel, Word); working with databases
- A flexible attitude to working hours, especially during the Festival period

### Desirable

- 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 in Adobe Creative Suite (Photoshop, Premiere Pro, etc).
- A good working knowledge of Sydney, with reference to arts organisations and online audiences.

## **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 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](mailto:info@sff.org.au) by 9am Thurs 13 February 2025. Interviews to commence shortly after application closing date.