



## Job Description

**Title:** Festival Marketing Manager

**Reports to:** Chief Executive

**Line Managing:** External designers, Marketing officers/interns

**Full time fixed term contract (June-November):** £32,000 pro rata (six months). Monday to Friday 9.30am-5.30pm. Flexibility and attendance required during festival period.

### Key Job Purpose

- Marketing the annual UK International Jewish Film Festival, year-round screenings and VOD platform
- Enhancing and increasing brand recognition, profile and reach
- Increasing audience numbers, ticket sales, and advertising revenues
- Increasing the size of our email database and engagement through social media
- Seeking out and delivering new marketing partnerships and relationships
- Managing and increasing the Membership scheme

### Principle Responsibilities

#### 1. Marketing and PR Plan

Implementing and regular evaluating of the success of the Marketing and PR plan and Branding Strategy to enhance the charity's profile, audiences and revenues including in relation to the annual UK International Jewish Film Festival and its year-round screenings, other UK Jewish Film festival/events as required, Video on Demand and Membership.

#### 2. UK International Jewish Film Festival

Overseeing and managing the production and design of the annual printed and digital programme with focus on maximising sales as well as reflecting the branding/values of UK Jewish Film to all our stakeholders.

Preparation and regular updating of the website and all other online platforms, content and design in relation to the festival in order to maximise sales, encourage high levels of traffic through engaging multi-media content, reflecting the branding and values of UK Jewish Film.

Leading on the development, delivery and dissemination of the festival trailer and/or any other trailers and online content in collaboration with the Chief Executive and senior team.

Leading on and implementing the advertising campaign for the festival including supplying design elements.

### **3. Social Media**

Implementing the social media plan in line with the Branding Strategy to ensure demonstrably higher levels of engagement as well as higher numbers of followers and likes on *Facebook*, *Twitter* and *Instagram*.

Ensuring up to date and attractive presentation of the UK Jewish Film brand on all social media platforms

Creating and posting diverse and appealing multi-media content regularly or, where available, overseeing social media interns in the creating and posting of agreed content.

Regular evaluation and reporting including providing analysis on levels on engagement

### **4. Partnerships**

Identifying, developing and agreeing marketing partnerships and collaborations with a wide range of organisations and networks within the community and without.

Positioning partnerships to facilitate access and increased sales to wider audiences and enhance our profile in line with our Branding Strategy.

Nurturing and expanding existing and new marketing partnerships through high standards of delivery, development of relationships and identification of new opportunities.

### **5. Website and VOD**

Driving the ongoing development of the UK Jewish Film website with up-to-date, constantly new, updated and engaging content, configured to promote/increase ticket sales,

Creating and/or overseeing creation of copy and new content for the website. Maintaining the integrity of the brand through the website

Developing and promoting new content for the Video on Demand platform in collaboration with the Head of Programming.

### **6. Online Ticket Sales System**

Working closely with the Head of Operations to ensure the ticketing system is functioning efficiently and adequately tested in good time to meet our commitments and deadlines on priority and public launch.

Ensuring the ticketing system maximizes marketing opportunities for sales including of Membership

Producing regular updates on sales and adding new names to the database in line with GDPR

### **7. Printed and Online Materials**

Responsibility for managing the development, design and production of all other printed materials e.g. regional city flyers, highlights flyers and year-round special events flyers in accordance with marketing plans.

Using InDesign software and the design toolkit to design printed and online materials for various platforms including banners for social media, posters and basic festival adverts.

## **8. Newsletters**

Planning, implementing and evaluating newsletter campaigns and schedules

Creating or overseeing the creation of copy for newsletters and ensuring brand style and consistency

## **9. Year-Round Screenings and Events**

Delivering effective marketing/PR for year-round screenings presented by UKJF at JW3 and other venues.

Working effectively with the JW3 marketing team and any other strategic partners and venues to ensure marketing and PR that increases sales in line with agreed targets.

## **10. Membership**

Marketing the Membership offer and increasing number of Memberships

Overseeing Membership marketing materials for the Festival and year-round including flyers, screencard and any others.

Delivering exclusive Members event during the festival working with other members of the team.

Responsibility for overseeing interns in timely dispatch of the Membership packs

## **11. PR and Media**

Working with the Chief Executive and Head of Programming to ensure effective and significant PR and editorial content before and during the festival

Occasionally introducing films as agreed with the Head of Programming or Chief Executive

## **12. Databases**

Identifying and implementing new ways to increase the various audience databases of the Festival, including email and postal databases, in line with GDPR.

Working with the Head of Operations and volunteer coordinators, especially during the Festival period, to ensure extensive acquisition and recording of new data.