



Person Specification

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.

The following qualifications, skills and experience are essential for this post:

- Significant marketing experience including at least two years working at marketing manager level
- Experience of successfully implementing and managing the marketing plan for a film or arts festival or arts/entertainment events
- Proven experience of increasing revenues and audience numbers
- Experience of developing and delivering effective partnerships
- Ability to work with a range of organisations and develop strong working relationships
- Experience of producing effective printed and online marketing materials
- Experience of leading successful social media campaigns
- Ability to work effectively as part of a team
- Ability to take the initiative and motivate a group
- Ability to work under pressure and prioritise workload
- Ability to write effective and professional marketing copy
- Good IT skills especially in Design, Word and Excel
- Good organisational skills and an ability to work to tight deadlines
- University degree or equivalent

The following skills and experience are desirable for this post:

- Experience of marketing film festivals or films
- Experience of successfully developing and/or implementing Membership, Friends schemes
- Experience of developing audiences

- Knowledge of Jewish and Israeli cinema and/or culture
- Experience in PR or managing of PR campaigns
- Experience of developing and marketing VOD or similar platforms
- A track record of working to budgets