



ROLE TITLE	Marketing Assistant
REPORTS TO	Senior Marketing Coordinator
ORGANISATION OVERVIEW	
<p>Adelaide Film Festival (AFF) is one of South Australia's great treasures. Internationally acclaimed, AFF is a home for courageous storytellers and is embraced by industry and audiences. Established in 2003, the festival is agile and responsive to a rapidly changing and dynamic screen landscape.</p> <p>AFF celebrates and explores Australian and international screen culture with a unique program of screenings, forums and special events in the 14 day flagship festival each October, complemented by an array of programs outside of festival time including AFF Youth, Curate Your Own Festival (regional program), AFF Film Club and collaborative presentations with adjacent festivals and organisations.</p>	
MISSION STATEMENT	
<ul style="list-style-type: none"> • To present a festival which celebrates and explores contemporary Australian and international screen culture with a unique program of screenings and special events, which aim to increase audience knowledge and participation • To increase and stimulate innovative and new screen production through the provision of equity finance for work premiering at the Festival. • To raise the profile of arts and screen culture in South Australia for audiences and practitioners. 	
VISION STATEMENT	
<p>Vision 1: To deliver a distinctive festival, unique in the landscape of Australian film festivals, which integrates with the existing calendar of successful South Australian cultural festivals.</p> <p>Vision 2: To attract complementary arts and cultural events and partnerships to raise the profile of the State and festival and extend opportunities for the local industry.</p> <p>Vision 3: To use the Fund to capitalise on local and national creative strengths in order to:</p> <ul style="list-style-type: none"> • _boost production in the State • _increase business and employment opportunities in the State • _enhance the State's national and international reputation as a centre of independent filmmaking. <p>Vision 4: To create, market and present a challenging and distinctive screening program,</p>	



accompanied by a substantial forum program, which profiles and explores key program themes and approaches to screen practice.

Vision 5: The festival will be relevant to both the general public and the industry, attracting a broad audience demographic and introducing this audience to innovative areas of screen practice.

Vision 6: To reflect current and future trends in the film and screen-based industries.

Vision 7: To present a film festival and associated events which consistently meet audience and financial targets.

ROLE PURPOSE

The Marketing department is responsible for management of the Adelaide Film Festival's brand, audience development initiatives, advertising campaigns, box office, strategic communications and digital activities.

The department develops marketing strategies that strengthens relationships with existing audiences, attracts new audiences and enhances each individual's Festival experience

In consultation with the Marketing Manager, the Marketing Assistant will assist in the implementation and delivery of the Adelaide Film Festival 2022 marketing campaign across a variety of channels: advertising, digital and online marketing, direct marketing, e-marketing and social media.

KEY RESPONSIBILITIES

General Marketing

- Assisting Marketing Managers to oversee niche marketing program
- Support on delivery of sponsorship deliverables
- Activating cross promotion opportunities with partners
- Management of relationships with assigned venues, including promotional activity and other marketing opportunities
- Coordinate distribution of marketing materials (city-wide, to festival venues, etc)
- Inputting content into the Adelaide Film Festival website and managing website updates throughout the campaign
- Assist at festival events as needed
- Other office duties as required

Social Media & e-news communications

- Assist with the planning and implementation of digital & social media strategies on platforms including: Facebook, Twitter, Instagram, LinkedIn and Tik Tok
- Content creation and coordination of the Festival's online and social media platforms
- Writing and designing of e-newsletters and eDMs



- Liaise with other departments to gather marketing content for communication and promotional opportunities
- Assist with the development and execution of the Festival's e-communications
- Assist with delivery of advertising and promotional campaigns across radio, print and digital
- Generate, upload and update content on the Festival's website

CAPABILITIES REQUIRED

Technical

- Proficiency in a range of computing skills and technology, specifically MS Office, Adobe Creative Suite, Mailchimp (or equivalent) and multi-media platforms)
- Demonstrated knowledge of copy writing, content management and effective social media use
- Experience in the development of innovative, effective and targeted marketing tactics across both digital and traditional channels.
- Great communication skills (written and oral), attention to detail and strong time management skills
- Ability to source and identify storytelling potential to generate marketing content

Personal

- Passionate about the delivery of successful, impactful events, that can change lives, touch hearts, build community engagement and entertain.
- Positive, energetic team member
- Great interpersonal and communication skills
- A quick learner with a good eye for detail
- Efficient and patient
- Excellent time management and problem-solving skills, enjoys a challenge
- Punctual and reliable
- Ability to think strategically, conceptually and creatively and analyse and resolve technical problems.
- Ability to prioritise workloads and meet competing deadlines

Experience (Essential)

- Prior experience working in a festival environment or experience working in the arts
- Experience in the delivery of integrated multi-media, online, communication campaigns
- Knowledge of digital marketing channels and social media in a promotional context
- Experience in website and content management
- Strong graphic design skills
- Proven administration and communication skills with a clear, confident and helpful communication style
- Excellent engagement skills with a proven ability to build collaborative relationships with a wide range of internal and external partners and contributors



- Experience working in high pressure and busy environments with competing deadlines.

Experience (Desirable)

- Degree in Marketing, Graphic Design, Multimedia Communications or equivalent – either qualified or working towards
- Video production and delivery skills

WORKING CONDITIONS

- Out of hours work will be required.
- Flexibility in respect of working hours, especially during the Festival period and in the lead up to it.
- Comply with all internal office procedures, including purchase orders, budget monitoring and management, WHS and administration processes