

ADELAIDE FILM FESTIVAL

ROLE TITLE	Marketing Manager
REPORTS TO	Head of Programming & Industry
ORGANISATION OVERVIEW	
<p>Adelaide Film Festival (AFF) is a celebration and exploration of Australian and international screen culture with a unique program of screenings, forums and special events. The youngest and most dynamic national screen event, Adelaide Film Festival was established in 2003 and was placed in Variety’s list of “50 Unmissable Film Festivals”. It is recognised as Australia’s premier film event for launching new films, art and interactive projects to national and international audiences.</p> <p>AFF is presented annually each October and also presents select programs outside of the festival period. AFF is distinguished through its investment in new screen productions through a dedicated Investment Fund (AFFIF) that has helped to enable more than 130 projects. AFFIF projects have gone on to garner extensive acclaim, including top accolades at A-list festivals and awards events around the world.</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 AFF Investment 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, accompanied by a substantial forum program, which profiles and explores key program themes and approaches to screen practice.</p> <p>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.</p> <p>Vision 6: To reflect current and future trends in the film and screen-based industries.</p> <p>Vision 7: To present a film festival and associated events which consistently meet audience and financial targets.</p>	
STRATEGIC PILLARS	
Please refer attached.	

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ROLE PURPOSE

The Marketing Manager is responsible for the strategy development, planning and implementation of the marketing function of the Adelaide Film Festival. The Marketing Manager will work towards achieving targets for deliverables including media impact, box office, audience attendance, national and international profile.

KEY RESPONSIBILITIES

Marketing and Communications

- Develop and implement integrated marketing strategies for AFF that incorporate all aspects of marketing and communications (advertising, direct marketing, e-marketing and social media etc).
- Enhance AFF's profile locally and nationally.
- Ensure that the AFF's brand and image is positively developed and maintained through high profile and creative marketing.
- Manage AFF's content development, website, advertising and digital marketing, including integration of ticketing function with the support of the ticketing service provider.
- Collaborate with AFF's external publicist to maximise media engagement with AFF.
- Collaborate with the Creative Director and Head of Programming to leverage program activities and implement a ticketing strategy to proactively grow box office sales.
- Oversee production of marketing collateral, printed program and other key assets.
- Develop and execute effective niche marketing activities to connect individual films with audiences and maximise sales.

Planning/ Evaluation/ Reporting

- Contribute to strategic planning and lead operational marketing planning.
- Coordinate market research initiatives and contribute to meaningful event evaluation.
- Ensure all statutory and legal obligations are met in relation to the marketing activities undertaken by AFF.
- Development of the marketing budget for approval by CEO.
- Provide regular budget updates to the CEO and Finance & Governance Manager.
- Regularly report on key marketing metrics for leadership team and Board.

Key internal relationships

- Head of Programming and Industry
- Manage and coordinate a small team.
- Publicist.

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CAPABILITIES REQUIRED

Personal

- A positive, can-do and collaborative attitude.
- A passion for screen and delivering exceptional customer experiences.
- Ability to think strategically, conceptually and creatively and analyse and resolve complex business problems.
- Excellent communication skills: clear, concise and effective - both verbally and in writing.
- Ability to exercise a high level of judgement, determine goals and priorities and operate under broad direction.
- Excellent time management and problem-solving skills.
- Business acumen

Technical

- Broad and detailed knowledge in marketing and communications theory and methodology.
- Demonstrated knowledge of the commissioning and use of qualitative and quantitative market research principles and practices and their application in communications projects.
- Strong computing skills including the use of Office programs, databases and website CRM systems.

Experience – Essential

- Experience in developing and delivering on marketing strategy with demonstrable outcomes.
- Demonstrated experience in building relationships with highly attuned stakeholder management skills.
- Demonstrated experience in leading the planning, management and execution of integrated multilayered marketing campaigns.
- Experience in leading a small team to deliver exceptional results.
- Demonstrated experience in managing and adhering to budgets and delivering on KPIs.
- Experience working in busy environments with competing deadlines.

Experience – Highly desirable

- Prior experience working in in a festival environment or experience working in the arts
- Experience working with volunteers.

Qualifications:

- Essential: Degree qualifications in Marketing, Multimedia, Communications or equivalent.

WORKING CONDITIONS

- Out of hours work will be required.
- Deadline driven work environment that requires flexibility in respect to working hours, especially during the Festival period and in the lead up to it.
- Recognition of festival hours is acknowledged through additional annual leave provisions – refer to AFFs Policies and Procedures.
- Comply with all internal office procedures, including purchase orders, budget monitoring and management, WHS and administration processes.
- This position will be required to secure a team of employees, interns and volunteers.
- KPIs and measures of success will be established in consultation with the relevant supervisor, approved by CEO.

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AFF: STRATEGIC PILLARS

Curate & Present a World Acclaimed Festival

Recognised as a spectacularly curated program – one that holds a special place in the hearts and minds of industry and the film going public

Develop, support, and engage, the Film-making community

A powerful/active force in developing Australian screen & arts industry talent, projects, and relationships

Enhance Culture. Develop Industry.
Deliver Economic Growth

Expand Audiences

An ever-growing and diverse audience attracted (by a well-crafted marketing campaign) to our outstanding program and activities

Build a thriving AFF organisation

A strong community of passionate stakeholders working together to build a sustainable, 'can't live without', organisation