



ROLE TITLE	Marketing Coordinator
REPORTS TO	Marketing Manager

ORGANISATION OVERVIEW

Adelaide Film Festival (AFF) is South Australia's premier screen event and one of Australia's leading film festivals. It's a celebration of courageous cinema where filmmakers and audiences come together for two weeks of local and international film premieres, art, talks and parties in October.

Named as one of the top 50 film festivals in the world by Variety, AFF has a reputation for being distinct and innovative. AFF screens features, shorts, documentaries and moving image projects you can't see anywhere else – from both emerging and established Australian and global talent.

Alongside the festival AFF manages an Investment Fund and hosts regional initiatives, a film club, an educational AFF Youth program, a filmmaker and artist development EXPAND Lab, and other experiences that help people see the world in a totally new light.

Adelaide Film Festival 2024 will be held from 23 October to 3 November.

MISSION STATEMENT

- 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

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.

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.

Vision 3: To use the AFF Investment Fund to capitalise on local and national creative strengths to:

- 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.

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.



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 Adelaide Film Festival's brand, audience development, strategic communications, advertising campaigns and digital activities.

In consultation with the Marketing Manager, the Marketing Coordinator is responsible for implementation of the marketing strategy, including advertising, digital marketing, content creation, direct promotion, media partnerships and more.

KEY RESPONSIBILITIES

Website, email, and social media marketing

- Assist with the planning, implementation and monitoring of digital and social media strategies, including website content management, email newsletter creation, Instagram, Facebook, TikTok, X, Letterboxd, YouTube, LinkedIn and more.
- Content creation, including writing copy and basic design, photo and video editing.
- Assist with film, event, guest and audience data entry to ensure that data will flow from databases to the website and app.

Marketing partnerships, publicity, and direct promotion

- Liaising with media partners in relation to content and festival promotion.
- Liaising with cinemas and printers in relation to signage production and delivery.
- Liaising with the publicity team on news items.
- Assisting with the direct marketing program: contacting local audiences, filmmakers and organisations.

Other duties as required

- Coordination of marketing interns, volunteers, and contractors.
- Assisting with the creation of the print program.
- Assisting with tickets, guest lists and red carpet events.

Key relationships

- Marketing Manager
- Content Creator
- Publicist
- Brand Agency
- Website Agency
- Photographers and Videographers
- Media Partners
- Programming, Box Office, Development and Events teams
- Interns



CAPABILITIES REQUIRED

Technical

- Knowledge in marketing and communications theory and methodology across different media.
- Advanced computing and data skills: demonstrated knowledge of applications such as Microsoft Office Suite, Google Workspace, Adobe Creative Suite, Mailchimp, Meta Business Suite and other content management systems.
- Effective social media use and creativity.
- Advanced copy writing, grammar, and punctuation.
- Research and critical thinking skills, preferably in relation to films and the film industry.

Personal

- Great interpersonal and communication skills.
- Passionate about film and the delivery of successful, impactful events, that can change lives, touch hearts, build community engagement and entertain.
- Personal qualities of energy, initiative, commitment to teamwork and collaboration and respect for others.
- Demonstrates judgment to make sound decisions based on business needs, acting to ensure results meet organisational expectations and measures.
- Positive, energetic team member.
- 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, creatively, and analyse and resolve technical problems.
- Ability to prioritise workloads and meet competing deadlines.

Experience

- Experience assisting with strategic planning, management, execution and reporting on integrated marketing communications campaigns.
- A proven ability to build collaborative relationships with a wide range of internal and external partners and contributors.
- Experience working and making decisions in high pressure and busy environments with competing deadlines.
- Demonstrated experience managing digital content.
- Experience working in a festival or arts environment is desirable.
- Experience, understanding and a passion for films and the film industry is desirable.

Qualifications:

- Essential: degree qualifications in Marketing, Communications, Media, Arts, Film or equivalent.

WORKING CONDITIONS

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