

DIRECTOR OF MARKETING AND COMMUNICATIONS

Job Description

BASIC FUNCTION

The **Director of Marketing and Communications** is responsible for enhancing and increasing awareness of all aspects of SIFF including our film programs, special events, educational outreach, and the impact of the organization as whole on the community.

REPORTING RELATIONSHIP

- Reports to the Managing Director

PRIMARY SUPERVISORY RESPONSIBILITIES

- Supervises Digital Marketing Manager, PR/Community Relations Manager, Graphic Design Manager, Festival Publications Manager, and Festival Marketing Associates

PRIMARY DUTIES & RESPONSIBILITIES

- In conjunction with the Managing Director, develop overall marketing strategy and plan:
 - Create annual marketing goals including attendance, outreach, and engagement via web and social media platforms, and pass and ticket sales
 - Create marketing strategy and key messaging for each of SIFF's programs including Festival, SIFF Cinema, Education, and special events
 - Create and monitor marketing budget for the year
 - Create marketing calendar for the year
 - Ensure the calendar and all deadlines are communicated to all SIFF staff
- Secure and maintain all media sponsorship agreements:
 - Create annual goals for media sponsorship procurement
 - Secure new media sponsors as well as maintain relationships with all existing sponsorships
 - Work with development to ensure all media sponsorship deliverables are met
- Hire, supervise, and manage workflow of year-round and seasonal MarCom staff:
 - Create clear job descriptions for all MarCom positions
 - Create measurable goals for all seasonal and year-round staff
 - Create and oversee festival MarCom calendar
- Working with Digital Marketing Manager, ensure all SIFF marketing efforts are executed including:
 - Creation and execution of Festival and SIFF Cinema advertising campaigns, securing agency support as needed
 - Development of programs and strategies to reach new audiences for Festival, SIFF Cinema, Special Events, and Education programs
 - Development of promotions to enhance all ticket sales including Festival and SIFF Cinema passes
 - Ensure a robust social media presence including Facebook, Twitter and relevant blogs
 - Working closely with programming and operations staff to ensure marketing materials such as posters, trailers, marquee messages, etc are collected and

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- distributed, and include creating a distribution plan for operations to implement
- Creation and maintenance of SIFF's website ensuring all the organization's programs and information are easily accessed:
 - Secure and maintain all website sponsorships
 - Ensure web design remains up to date with organization's needs
 - Continue to improve and enhance patron's interaction with site
 - Working with the PR/Community Relations Manager, ensure all SIFF PR and community relations efforts are executed including:
 - Creation and execution of annual media strategy including goals for stories pitched, and social media messaging
 - Creation and execution of an outreach plan to represent SIFF favorably within the community and to promote good will and foster relationships with community leaders
 - Management of all digital communication including website content and e-news
 - Creation and oversight of all written content for all SIFF communications ensuring consistent cross-platform messaging and brand integrity
 - Ensuring all programs are documented through photos, video and collateral with materials archived for easy access
 - Working with the Graphic Design Manager, ensure all SIFF design efforts are executed including:
 - Creation and execution of a annual marketing collateral design, printing, and distribution calendar to ensure all organization's needs are met
 - Supporting the Festival Publications Manager in the creation of the Festival Catalogue and Festival Guide
 - Provide lead on festival collateral – supervising Catalogue and Guide publications
 - Other duties as assigned

QUALIFICATIONS

- Demonstrated skills, knowledge and experience in the design and execution of marketing, communications and public relations plans and activities
- Demonstrated leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels
- Strong creative, strategic, analytical, and organizational skills
- Demonstrated ability to take knowledge and transform it into exciting and useful messages, and disseminate it to the right audiences through the best distribution channels
- Demonstrated ability to lead with initiative in a multi-priority, fast-paced environment
- Experience developing and managing budgets, and hiring, training, developing, supervising and appraising personnel
- Minimum of five years experience working in marketing in film or arts
- Bachelor's degree in marketing and/or communications