

Digital Marketing Manager

Job Description

BASIC FUNCTION

The **Digital Marketing Manager** is responsible for increasing attendance at and engagement with all SIFF programs, including Festival, SIFF Cinema, SIFF Educational programs, and special events by creating and executing the digital marketing and communications strategy of the organization. The Digital Marketing Manager should be a consummate storyteller who has a strong background in cinema, as well as digital content creation including social media, photography, and audio and video editing.

REPORTING RELATIONSHIP

- Director of Marketing & Communications

PRIMARY SUPERVISORY RESPONSIBILITIES

- Intern Staff (SIFF Cinema)
- Intern Staff (Festival)

PRIMARY DUTIES & RESPONSIBILITIES

- **Marketing and Communications (digital).**
 - Design an annual measurable digital marketing plan and strategies to drive brand awareness and audience engagement.
 - Plan and execute digital ad campaigns for Festival, SIFF Cinema, and SIFF Education.
 - Create and disseminate original digital and editorial content (video, copy, photography, etc.) through SIFF platforms.
 - Curate and steward social media communities, including Twitter, Facebook, Google+, Pinterest, Instagram, Spotify, etc. This includes cultivating dialogue with the online community as well as managing live social media event coverage.
 - Track conversion rates and make improvements to the website and user experience.
 - Manage organization's website editorial content and calendar.
 - Create and send weekly (SIFF Cinema) and daily (Festival) e-newsletters to SIFF subscribers.
 - Regularly track, analyze and report on web and social media metrics; monitor trends in the digital space and continually explore and evaluate new online opportunities; keep the organization at the forefront of developments in digital marketing.
- **Marketing and Communications (print).**
 - Plan and execute print ad campaigns for Festival, SIFF Cinema, and SIFF Education.
 - Request and distribute filmmaker materials (posters, postcards, etc.).
 - Manage pre-show slide calendar.
- **Manage staff.**
 - Hire, supervise, and manage workflow of year-round and seasonal staff.

QUALIFICATIONS

- Bachelor's degree in communications, journalism, English, marketing, or related field.
- Excellent written and verbal communication and photography skills.
- Proficiency in Adobe Creative Suite, Google Analytics, social media outlets, online practices and protocols.
- Working knowledge of SEO and keyword research.
- Ability to work in a fast-paced environment, be detail and deadline-oriented, and take initiative.
- Ability to collaborate with all areas of the organization, and to provide exceptional service both internally and externally.
- Demonstrates winning social/customer service technique, creativity, and documented immersion in social media.
- Displays in-depth knowledge and understanding of social media platforms and how each can be deployed.
- As a voice of the organization in a media-driven environment, ability to exercise good judgment and discretion at all times is required.