



## POSITION DESCRIPTION

<b>Position Title</b>	Marketing Manager
<b>Reporting to</b>	Festival Director
<b>Contract</b>	7 Month Full Time Contract
<b>Contract Duration</b>	29 Aug 2022 - 31 Mar 2023

### OVERVIEW

Formed in 1993, Queer Screen's vision is to celebrate the diversity of sexualities and gender identities through queer storytelling on screen, by inclusive and respectful communities full of creativity, inspiration and pride.

Queer Screen is seeking Expressions of Interest from dynamic Marketing professionals with proven experience in delivering marketing strategies that drive event sales to join the team as the **Marketing Manager** for Queer Screen and its 30th Mardi Gras Film Festival (February 15 - March 2, 2023).

Leveraging Queer Screen's marketing channels, both owned (website, social media channels, email database) and paid (Digital, Print, Radio), the Marketing Manager is responsible for the development and delivery of all Marketing for the festival, satellite events and Queer Screen programs.

Reporting to the Festival Director and working with their seasonal direct report (Digital & Content Coordinator) and closely with a team of Board Directors, Staff, Volunteers, and Interns, the successful applicant should have a team focus and be committed and skilled at working with and assisting others to achieve positive outcomes.

The successful candidate will be results-driven and will utilise their creativity, excellent organisation skills and strong marketing knowledge to help drive festival ticket sales, Queer Screen memberships, interest from filmmakers and generally raising awareness of queer storytelling.

### ROLES & RESPONSIBILITIES

- Develop, implement and manage the Mardi Gras Film Festival 2023 and all Queer Screen programs Marketing Strategy including Media Partnerships
- Oversee and implement the scheduling, coordination and delivery of the organisation's marketing and comms campaigns, ensuring the timely production and delivery of content across all activities.
- Work with the Festival Director to develop the festival key-art
- Delivery of festival trailer, printed program guide, posters, banners and associated marketing collateral.
- Create targeted digital ads within budget to maximise ROI
- Oversee and write content for festival guides, programs, eNews, and websites
- Recruit and manage the seasonal Digital & Content Coordinator and a team of volunteers to assist with marketing activities in the lead-up to and during festival periods.
- Regularly report on audience insights and trends that are relevant to Queer Screen's marketing objectives.
- Manage and brief external graphic designers to prepare marketing material including program guide, digital marketing assets, print and outdoor advertising



- Develop and oversee targeted cross-promotion campaigns
- Queer Screen filmmaker initiatives promotion
- Develop new strategies aimed at extending Queer Screen's profile in existing and new markets, through diverse platforms and media
- Monitoring analytics and preparing monthly analytics and activity reports
- Oversee and implement cross-promotion activities.
- In conjunction with Festival Director, create targeted and strategic marketing campaigns for key films and events
- Publish and schedule content to the Queer Screen website
- Work with the Partnerships Coordinator to coordinate materials for all Partners to help promote the festival
- Festival eNews strategy, timetable and content creation
- Generate analytical reports on social media engagement
- Track and maintain Google Analytics
- Implement a marketing strategy and cross-promo outreach for MGFF Regional screenings
- Coordinate the distribution of printed marketing material in regional areas with local community organisations
- Conducting audience and market research.
- Assisting the Festival Director with public relations related activity.
- Oversight and management of eNews mailing list database.

#### **KEY SKILLS & ATTRIBUTES**

- At least 5 years working at a similar level with proven experience in delivering marketing strategies that drive sales, engagement and branding
- Demonstrated experience in the arts and/or not-for-profit sector
- Previous experience with recruiting and managing staff, as well as volunteers
- Proven copywriting and proofing skills
- Proven print and advertising design briefing
- Excellent collaborative and relationship management skills
- Excellent oral and written communications skills
- Excellent organisational & multi-tasking skills, with the ability to prioritise & meet deadlines
- Ability to create content that is on-brand and appropriate for the channel audience
- Experience with multi-media asset creation (video, photos, gifs etc) and Google Suite is essential
- Experience within in the LGBTIQ+ sector (Desirable)

The successful applicant must be skilled at building rapport, understanding others' needs and developing effective working relationships in both community and business environments. It is expected the successful applicant will commit to Queer Screen's mission and vision statements and have an interest in film and events.

The position is a full-time 7 month contract - August 29, 2022 to March 31, 2023 inclusive.

Remuneration will be \$80,000 plus super [pro rata].



Queer Screen's office hours are 9 - 5pm, Monday to Friday, and is located in Ultimo. There is an expectation of working outside these hours during peak times, and attendance of events at different locations.

The successful applicant will be based in Sydney and be entitled to work in Australia.

Confidential applications should include cover letter outlining qualifications, experience, CV, names and details of referees sent to Queer Screen's Festival Director, Lisa Rose at [director@queerscreen.org.au](mailto:director@queerscreen.org.au)

For more information on Queer Screen, see [www.queerscreen.org.au](http://www.queerscreen.org.au).

Queer Screen is an Equal Opportunity Employer committed to diversity and social inclusion.