

FILM iNDEPENDENT

Marketing Associate

Reports to: Director of Marketing

Film Independent is hiring for a Marketing Associate to join its team. This position reports to the Director of Marketing and works closely with the marketing team and across departments. The Marketing Associate is responsible for reviewing and approving all incoming creative requests from all departments and routing for approvals. The Associate also submits requests for marketing creative, gets necessary approvals and delivers assets by specified deadlines. This position coordinates year-round and Festival partnership agreements and vets and executes incoming cross promotion requests. Additional responsibilities include managing and deploying the organization's weekly enewsletter, coordinating marketing plans, assembling wrap and analytics reports, and assisting with social media, blogs and administrative duties as assigned.

Duties:

- Sign off on all incoming creative briefs, ensuring information is accurate, complete and complies with style guide/brand guidelines; double-check deadlines are appropriate and ensure supporting materials are provided.
- Route creative assets for necessary approvals.
- Draft, edit or cut down basic marketing copy as needed. Closely proofread materials and fact check when necessary.
- Submit creative briefs to Senior Graphic Designer to attain print/digital media for Film Independent's marketing initiatives.
- Assist in coordinating promotions timelines and pricing structures with Director of Marketing and various departments for events.
- Take lead on year-round and Festival partner organization agreements by updating contracts and initiating renewals and fulfillment.
- Liaise with marketing partners to deliver promotional materials by required deadlines.
- Identify niche marketing and promotional opportunities and collaborate with Online Community Manager and Digital Content Manager to execute as necessary.
- Compile detailed records of marketing placements, impressions and values for event wrap reports.

- Following major campaigns, compile reports analyzing the performance of specific promotions. Make recommendations for future campaigns.
- Working with department colleagues, compile regular monthly marketing reports of key analytics for Marketing to share in staff meetings (website traffic, video/blog performance and social media stats).
- Create, maintain and organize marketing library of past printed pieces.
- Manage weekly e-newsletter by compiling assets from each department and ads from partners, routing drafts for approval and updating email database before sending.
- Coordinate with Marketing Department on agenda items for staff and department meetings.
- Schedule meetings and reserve conference rooms for calls or meetings as needed.
- Accomplish marketing and organization mission by completing additional duties as assigned.

Competencies/Requirements:

- Minimum four years of Marketing experience
- B.A. in Business, Marketing, English, Film or related film
- Hard-working, team player who takes initiative
- Experience negotiating partnerships and drafting contracts
- Knowledge of online/print advertising and familiarity with file types and standard specs
- Strong organizational skills and attention to detail
- Effective communication skills – both written and verbal
- Excellent proofreading skills
- Must be proficient in Microsoft Office; experience with Adobe Photoshop and InDesign a plus
- Ability to juggle multiple deadlines and priorities
- Interest in film a plus

To apply, send your cover letter, resume and salary history to jobs@filminddependent.org with “Marketing Associate” in the subject line. No phone calls or direct emails please.