

**FILM  
INDEPENDENT**

**LA FILM  
FESTIVAL**

**FESTIVAL MARKETING MANAGER**

**2018 LA Film Festival**

**Reports to: DIRECTOR OF OPERATIONS, Film Independent**

**Hire Term: July 9, 2018 – October 5, 2018 (13 weeks)**

The LA Film Festival is seeking a highly organized Festival Marketing Manager to work with the Festival's Director of Operations, Associate Art Director, Marketing Associate and other members of the Marketing & Festival team. This position is hands-on and applicants must be extremely organized, detail-oriented and comfortable in a fast-paced environment. The Festival Marketing Manager is responsible for the creation and distribution of marketing materials, managing projects within the marketing department, and supporting LA Film Festival's community outreach strategy, promotional campaigns, grassroots efforts, and community building in order to increase regional awareness and attendance (ticket sales). Strong administrative and follow-up skills are necessary, as well as the ability to multi-task and stay calm under pressure. Applicants must have strong written/verbal communication skills, strong judgement, think creatively and manage multiple tasks. Must be available to work occasional evenings and weekends when necessary.

**DUTIES**

- Execute Festival media partnership agreements with Marketing Associate
- Work with Marketing Associate to track marketing deliverables in master grid, paying close attention to deadlines
- Work with Marketing Associate to submit creative briefs to Associate Art Director as needed
- Route all Festival marketing assets for internal approvals
- Liaise with Festival partners and deliver Festival marketing assets by required deadlines
- Provide weekly status update on outgoing promotions
- Work with internal departments to manage contract fulfillment, including ticketing and other partner benefits
- Create and maintain a schedule for outreach activities
- Manage volunteer Street Team distribution of materials and presence at community events
- Work with partner organizations and community partners on unique promotions in the weeks leading up to the Festival (ticket giveaways, etc.)
- Coordinate the distribution of the Festival Ticket Booklet to community partners
- Brainstorm and execute niche marketing outreach to promote individual films resulting in increased ticket sales

- Work with programming to identify special-interest groups and cultural communities related to their assigned collection of films and programs.
- Work in close conjunction with Festival Box Office staff to facilitate marketing elements for Festival Apple/Android App
- Assist with website copywriting, proofing and updating as needed
- Work with Marketing Associate to compile detailed account of media impressions for Festival Wrap Report
- Assist with social media and other promotions as needed
- Other marketing duties as assigned

#### **QUALIFICATIONS/REQUIREMENTS**

- 4-6 years of marketing experience in film or film festivals
- Experience negotiating partnership agreements
- Familiarity with print and digital specs for marketing assets
- Strong organizational and project management skills
- Effective communication skills – both written and verbal
- Excellent client service skills for dealing with Festival partners
- Must be proficient in Microsoft Office, especially Excel
- Ability to juggle multiple deadlines and priorities with limited resources is a must
- Ability to work well with other team members, all personalities at various levels
- Interest in film a plus

**To apply, send your cover letter and resume to [jobs@filmindependent.org](mailto:jobs@filmindependent.org) with “Festival Marketing Manager” in the subject line. No calls or direct emails please.**