

FILM INDEPENDENT

Title: Marketing and Communications Associate
(Non-exempt, full-time + benefits)
Reports to: Director of Marketing
Job Description as of January 2022

The **Marketing and Communications Associate** will support and fulfill key communications activities for Film Independent across email and web marketing and public relations/publicity efforts. This role is an integral member of the Marketing and Communications Department and collaborates within and across all departments to fulfill organizational goals for audience engagement and growth and will work with external PR company to generate publicity for the organization. The associate will project manage and execute campaigns, launches, and promotions around engaging our community and beyond.

The ideal candidate will bring energy and initiative to this position, helping to identify high-impact opportunities to increase the visibility of our programs and events and further our mission to champion creative independence in visual storytelling and support a community of artists who embody diversity, innovation and uniqueness of vision.

Duties:

Marketing

- Work on web-related projects, including gathering and organizing materials for publishing and updating website pages through the use of a CMS.
- Help initiate event page setup and track projects to ensure website content and online postings are accurate and up-to-date.
- Coordinate, edit, build, and distribute outbound email campaigns, including dedicated e-blasts (event promotions and reminders, lab deadlines, etc.) and newsletters via email platform.
- Create and implement lead generation strategies to increase subscriber base.
- Work with Membership on routine maintenance of email list and data.
- Create and update calendars, invoices, and analytic/campaign-specific reports.
- Coordinate (updates/routes/tracks) department budgets in close partnership with department team members
- Produce pre-screening Slideshows, routes for approvals and delivers them ahead of event deadlines

Communications

- Conduct research, compiles media lists and prepares reports for publicity and marketing campaigns.
- Prepare, update and archive event info sheets (press and talent look books) and talent releases.
- Track media coverage and archive press clippings and includes them in program wrap reports.
- Develop strategies for different initiatives to garner press.

- Conduct and follow-up on press outreach to various online, broadcast and radio outlets and maintains existing and new relationships with relevant press and publicists.
- Liaise with Film Independent's photography agency for coverage at all screenings and events and handles all post-event photo organizing, labeling and tracking.
- Assist at premieres, screenings and other special events, specifically for media and publicist check-in, talent liaising, photographer scheduling and handling.
- Oversee interns and volunteers.
- Draft, route and facilitate edits and approvals internally and externally for press releases and media alerts.
- Work as conduit to external PR agency.
- Other duties as assigned.

Skills and Abilities

- Bachelor's Degree in marketing, communications or related field.
- Previous marketing, communications and events experience.
- Relevant experience, preferably in a marketing or PR agency or exposure to film publicity.
- Proficient in Microsoft Office for Mac (Outlook, Word, Excel and PowerPoint), including collaboration, productivity and project management tools like MS Teams.
- Experience and comfort with HTML and CSS.
- Experience and comfort with Photoshop/Canva, HTML, content management systems and database software.
- Multi-task oriented, strong organizational skills, excellent follow-through and attention to detail.
- Comfortable performing in a fast-paced environment handling several ongoing tasks.
- Excellent written and verbal communication skills with the ability to adapt interpersonal and communication style to interact effectively with a wide variety of people.
- Creative thinker with strong analytical and problem-solving capabilities.
- Punctual, reliable, and exercises good judgment.
- Must have reliable transportation for business-related travel outside of the office as needed

Please reply with cover letter and resume to: jobs@filmindependent.org.