

Made in Wales Officer (part time)

Department:	Film Hub Wales (FHW)
Post Title:	Made in Wales Officer
Grade:	£25,399 pro-rata,
Contract:	32 hours per week (12 month fixed term contract)
Location:	Chapter, Cardiff (remote working possible)
Responsible to:	Film Hub Wales Strategic Manager
Responsible for:	No direct reports. Occasional supervision of interns & temporary staff

Purpose of the Role

To develop audience and industry awareness of films with Welsh connections. The post holder will work with the screen sector in Wales to develop new and sustainable audiences for Welsh film, exploring film performance data, marketing techniques and events which add value to the film's release. This role is supported by funding from Welsh Government.

Duties and Responsibilities

R&D

- To work with an appointed research consultant on the delivery of ongoing Made in Wales brand research, funded by Clwstwr to April 2020,
- Consider the results of Clwstwr research, taking the next steps to further development of the idea of a brand for films in Wales that might be easily recognised, Wales, UK wide and internationally,
- To monitor film performance and consider effective methods of data collection, with the intention of informing future release strategies for filmmakers and exhibitors.

Audience Development

- To liaise with funders and content creators to establish upcoming releases in need of additional support,
- Work with exhibitors, distributors, filmmakers and stakeholders to explore how we might add value to a Welsh film's release,
- Explore outreach possibilities for up to 10 releases annually, considering possible partnerships and unseen audiences,
- Creation of resources to support targeted distribution,
- Keeping up to date with activities and events, seeking opportunities to promote screenings Wales and UK wide.

Marketing and PR

- Consider innovative marketing ideas that build anticipation around new Welsh releases, including how we reach non-attenders and wider communities. This might include contacts, creation of assets, press or social media,
- Commissioning and/or creating photography/videography/conducting interviews across projects,
- Populate and disseminate a quarterly zine/newsletter/handouts/visual reports designed to update audiences and industry on opportunities/new releases. This might include what's on listings, podcasts or interviews,
- Generate PR coverage of film content (where possible),
- Updates to the Made in Wales section of the Film Hub Wales website, including the online catalogue and Welsh film preview room,
- Management of Made in Wales social media accounts (Facebook, Twitter and Instagram).

Administration

- Organisation of quarterly Made in Wales industry meetings, exploring guest speakers and gathering relevant information from partners,
- Exploration of possible partnership projects between Made in Wales organisations.
- Work with the team to seek funds for future activity,
- Reporting to funders.

Miscellaneous

- Any other duties as reasonably required by the Chief Executive or Film Hub Wales Strategic Manager,
- To be familiar with all relevant Health and Safety, operational, personnel, customer care, Data Protection and financial procedures, ensuring that all statutory obligations are complied with, especially in relation to licensing laws and first aid,
- The post-holder's duties must at all times be carried out in compliance with Chapter's Equal Opportunities policy, ensuring equality of opportunity is afforded to all persons both internal and external to Chapter.

Special Conditions

- Flexible working hours may be required involving weekends/evenings and some travel around Wales. A flexible attitude will be taken to ensure candidates with access requirements/carer demands are supported,
- Candidates from diverse backgrounds will be encouraged to bring their experiences to the role and to foster broader understanding in the FHW team and wider FAN.

This job description is not intended to be exhaustive. The post-holder will be expected to adopt a flexible attitude to the duties which may have to be varied (after discussion with the post-holder) subject to the needs of the organisation, and in keeping with the general profile of the post.

PERSON SPECIFICATION

Essential skills/abilities

- Educated to degree level or equivalent work experience,
- Experience of, or a good understanding of audience development,
- A good working knowledge of film,
- Excellent communication skills, via phone, in person and over email,
- Ability to write copy for press and online,
- Experience of dealing with press and media,
- Ability to represent the Hub with confidence at public events,
- Proactive approach to tasks, presenting creative solutions to problems,
- Ability to work to deadlines, understanding how this impacts on team members,
- Strong organisational and time management skills,
- Ability to work on own initiative and on a variety of tasks,
- IT literate, particularly in web, email campaigns, social media and design software,

Desirable

- Understanding of the barriers faced by marginalised communities and/or individuals with additional needs,
- Experience of coordinating a project on a similar scale,
- Video editing and/or photography skills,
- Ability to speak and write in Welsh,

- Fundraising experience,
- Experience reporting to funders,
- Working knowledge of budgets,
- Driving licence and access to a vehicle.

Applications

Short listing for interviews will be based on applicants meeting the essential criteria listed in the position description.

Closing deadline for applications: 9am Monday 2nd March

We will contact short-listed candidates by Tuesday 3rd March and interviews will take place on **Friday 6th March** at Chapter Arts Centre, Cardiff. Please note that if you have not heard from us by the above contact date, you have been unsuccessful and we are unable to offer you an interview. The ideal start date for candidates is March 2020.

Please send your application, including names and telephone numbers of two referees to apply@chapter.org