

Made in Wales Officer (part time)

Department:	Film Hub Wales (FHW)
Post Title:	Made in Wales (MIW) Officer
Grade:	£25,399 pro-rata,
Contract:	32 hours per week (12 month fixed term contract)
Location:	Chapter, Cardiff (remote working possible, including home working during Covid-19)
Responsible to:	Film Hub Wales Strategic Manager
Responsible for:	No direct reports. Occasional supervision of interns and 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 implement the results of research already undertaken into a MIW brand for films with Welsh connections, including phase two R&D possibilities,
- To monitor film performance and consider effective methods of data collection, with the intention of informing future release strategies for filmmakers and exhibitors.

Fundraising

- To seek further funding for phase 2 R&D and the continuation of the role,

Audience Development, Marketing and PR

- Liaise with partners to establish upcoming Welsh releases in need of additional support and explore how we might add value,
- Explore outreach possibilities for up to 10 releases annually, considering partnerships and minoritised audiences,
- Keeping up to date with activities and events, seeking opportunities to promote screenings Wales and UK wide.
- 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 / resources, press or social media,
- Commissioning and/or creating photography/videography/conducting interviews,
- 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),
- Website updates, including the MIW catalogue and Welsh film preview room,
- 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.
- Reporting to funders.

Miscellaneous

- Any other duties as reasonably required by the Chief Executive or Film Hub Wales Strategic Manager,
- To become 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 minoritised 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 marketing and audience development,
- Experience of coordinating a project on a similar scale,
Excellent communication skills, via phone, in person and over email, preferably with demonstrable experience developing partnerships,
- Ability to write copy for press and online,
- Ability to represent the Hub with confidence at public events,
- Proactive, energetic, approach to tasks, presenting creative solutions to problems,
- Ability to work to deadlines, understanding how this impacts on team members,
- Strong organisational, administrative and time management skills, preferably in an office environment,
- Ability to work on own initiative and on a variety of tasks,
- IT literate, particularly in web, email campaigns, social media and design software,
- Fundraising experience.

Desirable

- A good working knowledge of film exhibition,
- Understanding of the barriers faced by minoritised communities and/or individuals with barriers to access,
- Experience of dealing with press and media,
- Video editing and/or photography skills,
- Ability to speak and write in Welsh,
- 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 14th December.

We will contact short-listed candidates **by 15th December** and interviews will take place on **18th December via Zoom**. 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 **January 2021**.

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