



Inclusive Cinema Marketer

Contract: Fixed term (est. 20 days March-May)
Fee: £3000 incl VAT
Location: Flexible (remote working),
Additional Requirements: Freelancer will require their own computer (no paid-for software should be required)
Responsible to: FAN Access Officer, Film Hub Wales
(Chapter Arts Cardiff)

Brief

[Film Hub Wales](#) is seeking a marketing freelancer to support the BFI FAN Access Officer with raising awareness of [Inclusive Cinema](#), a BFI Film Audience Network (FAN) Diversity and Inclusion project. The freelancer should have expertise in digital media, experience using Wordpress, Mailchimp and Twitter, and be confident speaking with cinema exhibitors of all sizes and shapes, press and media, whether on the phone, or online. We'll expect the freelancer to have an understanding and active passion for inclusion, and ideally, this contract will be completed by someone with lived experience of diversity.

Deliverables

- Publish and promote Inclusive Cinema resources, including latest publication '[Dismantling Structural Inequality in Your Cinema](#)' by Sadia Pineda Hameed. The freelancer will be contacting press, engaging with media partners, and with the 1500+ FAN membership,

- Spotighting resources that tie in with relevant awareness dates, incl. World Autism Awareness Month and Deaf Awareness Week,
- Research content, write and send Inclusive Cinema newsletter to subscribers,
- Collate and publish 10+ short case studies of diverse-led cinema projects to the Inclusive Cinema platform in collaboration with FAN members,
- Contribute to the Inclusive Cinema Twitter platform,
- Gather marketing data/analytics to contribute to project reporting.

Experience

- A deep understanding of diversity and inclusion, how inclusion works in practice, and proven advocacy for marginalised audiences,
- An understanding of and recent working experience in the UK film exhibition sector,
- Rounded marketing knowledge and expertise, across digital and print media,
- Confident communication manner.

Support

- We will fund at least one training opportunity for the freelancer,
- The freelancer will connect with all the [BFI regional film hubs](#) and the wider membership to support their network development,
- We are committed to supporting access needs and will collaborate with the freelancer to support best working

practices for them (around neurodiversity, disability, caring responsibilities, mental health demands, etc.)

Interested?

- Email toki@filmhubwales.org to state your interest and enclose your portfolio/CV (written, video, audio formats all accepted) with references, **by 6pm Mon 15 March 2021**,
- Any questions or for a chat about the contract, contact Toki Allison (FAN Access Officer) by email or phone 07866 451949,
- No formal interviews will be required, though we may call you for a chat,
- We'll make selections that week and will be looking for a fairly immediate start.

Thanks for your interest.

inclusivecinema.org | [@InclusiveCinema](https://www.instagram.com/InclusiveCinema)