

# Film Hub Wales Marketing Post (part time)

<b>Department:</b>	Film Hub Wales (FHW)
<b>Post Title:</b>	Film Hub Wales Marketing Officer
<b>Grade:</b>	£21,500 pro-rata
<b>Contract:</b>	24 hours per week (contracted until 31 <sup>st</sup> March 2023, subject to confirmation of annual funding)
<b>Location:</b>	Chapter, Cardiff (remote working during Covid-19)
<b>Responsible to:</b>	Strategic Manager, Film Hub Wales
<b>Responsible for:</b>	No direct reports. Occasional supervision of interns and temporary staff

## Purpose of Post

To support FHW with the development of audiences for British independent and world cinema across Wales through targeted and innovative marketing of FHW and member projects.

## Duties and Responsibilities

### Press

- Creation and dissemination of press releases for FHW and supported member<sup>1</sup> projects, working with appointed external PR specialists where relevant.

### Online

- To ensure the Hub website is engaging and updated regularly,

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<sup>1</sup> FHW works with members Wales wide. Members' include but are not limited to 'film societies, community cinemas, film festivals, commercial independent cinemas, event/pop-up providers, archives, film education providers/institutions, broadcasters, film distributors, multiplexes and wider arts/non film organisations.

- Working with filmmakers and distributors to update and promote the online preview screening room,
- Keeping up to date with hub activities and events, seeking opportunities to promote member screenings Wales and UK wide,
- Management of FHW social media accounts (Facebook, Twitter and Instagram),
- Online research, including films Made in Wales,
- Ensuring that members' and FHW content meets funder guidelines.

## **Audience Development**

- Working with the team to generate marketing ideas to support audience development across the Wales membership, including how we reach non-attenders and minoritised communities,
- Working with specialists to coordinate marketing surgeries for hub members,
- Work on the BFI FAN New Release Strategy and liaison with relevant UK partners.

## **Digital**

- Commissioning and/or creating photography/videography across projects,
- The creation of internal/external digital assets such as newsletters, flyers, handouts and visual reports,
- Monitor changes in digital marketing and new technologies, determining how we use them,

## **Other**

- To connect with Chapter's marketing team as Film Hub Lead Organisation for Wales and explore possibilities for collaboration,
- Work with the Strategic Manager to update the marketing plan and evaluate its success,
- Work with the Strategic Manager to source and raise funds for marketing,
- Overall administrative duties as required and where relevant etc.

## 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 diverse backgrounds will be encouraged to bring their experiences to their 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,
- 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,
- Enthusiastic 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 minoritised communities and/or individuals with barriers to access,
- A good working knowledge of film exhibition,
- Experience of marketing a project on a similar scale,
- Video editing and/or photography skills,
- Ability to speak and write in Welsh,
- Car 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. Please address each point in your application.

**Closing deadline for applications:** 9am Thursday 1<sup>st</sup> July 2021

We will contact short-listed candidates by **Friday 2<sup>nd</sup> July** and interviews will take place on **Wednesday 7<sup>th</sup> July 2021** either at Chapter Arts Centre, Cardiff, or online via Zoom TBC. 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 **Monday 2<sup>nd</sup> August 2021**.

Please send your application, including names and telephone numbers of two referees to [apply@chapter.org](mailto:apply@chapter.org) We are unable to accept CVs.

We will not be able to meet with individual candidates prior to interview.