

Melbourne International Film Festival

POSITION DESCRIPTION

POSITION TITLE:	<u>Digital Communications Coordinator</u>
REPORTS TO:	Marketing & Communications Manager
CONTRACT DATES:	Full time contract 13 June – 25 August 2017
SALARY:	\$50,000 (pro-rata) + super

ORGANISATION

A high-performing, fast-paced festival environment, MIFF is a not-for-profit organisation that has been continuously running since 1952, making it the leading film festival in Australia and one of the world's oldest film festivals. Presenting a curated global program of innovative screen experiences and the world's largest showcase of exceptional Australian filmmaking, MIFF is an accessible, iconic cultural event that provides transformative experiences for audiences and filmmakers alike. The 66th Melbourne International Film Festival runs 3-20 August 2017.

Vision: Build an enlightened, engaged society through film.

Mission: To bring to you the story of the world through curated and unforgettable screen experiences.

Core Values: Independence, High Performance, Inspiration, Creativity, Integrity, Good Governance

POSITION OVERVIEW:

The Digital Communications Coordinator will execute effective campaign communications, target and segment audiences and develop relevant festival content to drive ticket sales and festival audience attendance for social, eDM and paid digital advertising platforms.

This is a new festival contract role for 2017 joining the marketing team.

ORGANISATIONAL RELATIONSHIPS

Reports to: Marketing & Communications Manager

The position will liaise closely with MIFF Marketing & Communications Manager, Systems Manager, festival creative agency and media agency to implement and optimise social, eDM and paid digital communications. The candidate will be communicating about films and film-related events, so a passion for film or experience within an arts/cultural context is highly desirable.

The MIFF Marketing department is responsible for the integrity of the Festival brand, audience development, maximising box office income and festival attendance through an integrated marketing campaign and a digital-first approach to targeted communications for individual films and events. The department also delivers marketing benefits to sponsors.

SKILLS AND EXPERIENCE

- Demonstrated experience creating and executing social media content for business outcomes as part of an integrated marketing and communications strategy
- Demonstrated understanding of key social platform functionality, advertising and audience targeting capabilities
- Understanding of community management and experience handling customer enquiries on social media
- Demonstrated copywriting skills, ability to quickly and accurately repurpose copy in a fast-paced and changing festival event and ticket sales environment. A high level of attention to detail is mandatory
- Understanding of customer databases and segmentation. Familiarity with Campaign Monitor or other email distribution services, and the MHM Culture

- Segments desirable
- Understanding of programmatic digital advertising and retargeting
 - Previous experience working with creative agencies and media agencies desirable
 - Experience reporting on and measuring social media engagement results against goals and objectives
 - Basic-medium image manipulation skills required using Photoshop or other cloud-based software. Video editing skills desirable, or basic level familiarity with YouTube editing functions, GIF creation etc
 - Demonstrated ability to manage tight timelines, prioritise and organise resources, and work to deadlines
 - Outstanding communication and interpersonal skills. Proven ability to take direction and work collaboratively within a team
 - Personal qualities of resilience and problem solving initiative, and a sense of humour under pressure
 - Understanding of the festival environment, where working outside business hours may be necessary
 - Passion for film and/or experience in the cultural sector desirable

SELECTION CRITERIA

- Demonstrated digital and social media marketing campaign experience. Ability to confidently operate within a digital communications environment, with a solid technical understanding of audience targeting, segmentation and paid advertising
- Marketing qualification desirable, or substantial work experience in an agency or arts/culture context
- Demonstrated strong copywriting and content creation skills for social media and eDM. Basic-medium image manipulation skills required, video editing skills desirable
- Demonstrated use of systems and processes in order to effectively and successfully manage multiple projects and tasks simultaneously and to a high standard
- High level of interpersonal communication skills, both written and oral, with a demonstrated capacity to liaise effectively with internal and external stakeholders, and positively influence outcomes in a constructive and professional manner

TO APPLY

Please submit the following as a single document PDF. Your application should be no more than 5-6 pages in total and include:

- Your CV
- Responses to the Selection Criteria
- 3 of the best examples of social media or eDM content created by you. Include a short explanation of why these were successful and how you measured this.

Applications that do not include all of the above may not be considered. Applications close Wednesday 31 May 2017 at 11.59pm. Please email your application to Lauren Zoric, Marketing & Communications Manager via jobs@miff.com.au.

POSITION DESCRIPTION

<p>Digital Communications: eDM, website, blog, advertising</p>	<ul style="list-style-type: none"> • Segment database for targeted eDM communications in line with communications strategy set by Marketing and Systems managers • Create content for eDM and website as required, using email distribution software Campaign Monitor and website CMS. Upload blog content as required in collaboration with the Publications Editor and Critics Campus Coordinator and promote through owned digital channels • Liaise with MIFF's media agency, Marketing Coordinator and Graphic Designer to deliver digital advertising creative in all required specs and
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	coordinate the programmatic and retargeting campaign
Social Media Channels	<ul style="list-style-type: none"> • Execute social media strategy – create, schedule and optimise content • Liaise with MIFF’s creative agency as required on campaign assets for social media • Coordinate social media coverage of key MIFF events including red carpet Galas, world premieres, MIFF Talks panels & discussions • Suggest best practice to integrate live video into key festival moments via Facebook Live, Instagram Stories, Snapchat, Periscope as appropriate • Drive the Twitter conversation to ensure #MIFF2017 trends during key campaign and festival moments • Develop the festival’s Snapchat content, including briefing and coordination of Volunteer Snapchat squad
Reporting & Analysis	<ul style="list-style-type: none"> • Recommend appropriate social media monitoring tools, track and report native social media metrics and understand Google Analytics • Establish and report against benchmarks and targets, seek insights and make recommendations for performance improvement
Partner content	<ul style="list-style-type: none"> • In close consultation with Marketing and Partnerships team, coordinate, schedule and report on sponsor partner benefits and deliverables across eDM, website and social
Technical / Software Skills	<ul style="list-style-type: none"> • Confidently navigate a website content management system (CMS); basic HTML literacy. • Use segmentation functions and create email newsletters with Campaign Monitor email distribution software • Proficient Adobe Creative Cloud skills or similar programs to create content such as key imagery, text overlays and video for social channels • Video editing skills desirable. Basic ability in YouTube editing and captioning • Knowledge of best practice for organic content posting and paid advertising functionality for prominent social media platforms
Other duties	<ul style="list-style-type: none"> • Any other duties as reasonably directed by your manager • Always keep your manager informed of expenditure to ensure it is within budget at all times
Reporting	<ul style="list-style-type: none"> • Annual Festival Campaign Reach document: Collate metrics and report against previous benchmarks • Provide an Exit Report on your role and recommendations
Contribute to positive staff morale, maintain productive working relationships with all staff	<ul style="list-style-type: none"> • Demonstrate a willingness to assist other staff when necessary and contribute to a positive working environment • Consistently display respectful behaviour towards other staff members and Festival patrons • Communicate any problems, delays, risks or concerns to your manager immediately and recommend solutions • Maintain confidentiality of MIFF intellectual property