

Marketing and Development Officer at Cork Film Festival

2-Year Contract

Salary: €30,000

Background

Cork Film Festival is Ireland's first and largest annual film festival: a local, national & international ten-day celebration of film in November in Cork. Our mission is to connect people through great film, engaged conversation and a shared cultural experience, with the best global and Irish features, documentaries, shorts, titles for schools, families, a mental health focus, classics, special events and Industry Days. Two of our eight Awards are Oscar qualifying. The 63rd Festival (9th-18th November 2018) will showcase 250 films and events (90% premieres) to 15,000 people, and nurture local artists, creating a major cultural event of international status in Cork. In 2018, we begin the implementation of a new three year Strategic Plan leading to our 65th anniversary in 2020.

Job Description and Core Competencies

Cork Film Festival is seeking to recruit a dynamic, experienced, and highly motivated professional to fulfil a new full-time two-year contract role of **Marketing and Development Officer**. This new position has been created with the support of Business to Arts and the Department of Culture, Heritage and the Gaeltacht as part of the *Fundraising Fellowship, Ireland* programme. The successful candidate will participate in a structured programme of mentoring and development activities delivered by Business to Arts and their partners. The Fellowship aims to provide training and professional development to enhance long-term careers in fundraising and development for the Irish cultural sector.

The successful candidate will play a significant role in developing and delivering the Festival's marketing and development strategy, contributing to the ongoing strategic development of the Festival. The Marketing and Development Officer will work closely with the Festival's Producer, Programming Team, Marketing Consultant, and Board Development Committee, in a tight-knit and supportive environment. The Festival's Chief Executive is a fundraising specialist, most recently as Head of Development and Fundraising at the Irish Film Institute (2014-2016). She will provide the direct and day-to-day support for the Marketing and Development Officer.

The Marketing and Development Officer will deliver year-round programmatic and institutional marketing activity. Deliver the Festival's Development and Fundraising initiatives. The key focus of this role is revenue generation - through targeted audience development (marketing campaign delivery), bespoke engagement initiatives (Friends' and Corporate Membership Scheme, etc.), and excellent relationship management (Corporate Sponsorship and Partnerships). The Festival has ambitious plans to grow over the next three years and central to our plan is an increase in self-generated resources. We envisage a period of intense and sustained capacity building in the next 24 months.

The ideal candidate for this position will have demonstrable experience in an arts/arts festival marketing role, a good knowledge of and interest in film, and they will have knowledge and experience of the key aspects of marketing and fundraising. Based at the Festival's central Cork city offices, the contract is offered on a two-year fixed term basis, initially, with a six month probation period.

Reporting to:	Producer and CEO
Key Internal Relationships:	Board Development Committee
	Marketing Consultant
	Programming Team
	Administrator

Key External Relationships: PR Company
Suppliers (Web and Graphic Designers, etc.)
Media Partners
Sponsors

This job description provides an outline of the key day-to-day duties and responsibilities of the role, including relationship management, institutional and programmatic marketing, digital marketing, membership and event coordination, and sponsorship research, cultivation and activation.

THIS WILL BE ACHIEVED THROUGH SPECIFIC DUTIES IN:

Development:

- Nurture a culture of fundraising as part of the Festival's ethos, achieved through the establishment of an effective support structure to deliver on the fundraising strategy
- Implement and update the Development Plan to deliver key objectives of the Festival's Strategic Plan.
- Increase income generation and diversify funding streams to support the Festival's artistic ambitions across an exciting portfolio of programmes, including core festival film programme, schools, family, special and cine-concert events, outreach, Illuminate (film and mental Health), cultural partnerships (National Sculpture Factory co-commissions), and year-round activities e.g. AVA online Shorts library.
- Manage and expand the existing Friends' Scheme, and increase income through targeting new members and bespoke cultivation events.
- Research and develop relevant corporate prospects for corporate membership, partnerships & sponsorship, building a pipeline and delivering high quality collateral and proposals.
- Effectively service external relationships to foster positive and mutually rewarding partnerships with corporate partners, sponsors and philanthropic supporters
- Assist the Producer and Administrator with preparation of annual and project funding grant applications and proposals, including research, data collation, and reports
- Achieve the agreed annual fundraising target generated through fundraising activities.
- Develop and manage the range of budget-relieving Gift in Kind partnerships to support Festival activities (e.g. Hotel, airline partners)
- Effectively manage internal relationships, liaising between programming team, marketing, admin and finance to successfully deliver fundraising activities
- Efficiently manage the administrative functions associated with the role including detailed and on-time reporting (monthly Board/committee report); servicing of relationships, pitch documents and applications.
- Support the work of the Producer and undertake any other tasks as may be deemed reasonable and appropriate.

Marketing:

- Assist and support the Marketing Consultant in developing and implement the Festival's marketing strategy, utilising a range of disciplines including direct marketing, advertising, promotions, etc., and digital marketing
- Manage ongoing Digital Marketing activity to successfully deliver the Festival's digital strategy.
- Support the design and delivery of Festival assets, on time and within budget, in particular contributing to the coordination of the Festival Brochure, liaising with content providers
- Manage the content for the Festival's website, including programme upload and updates, liaising with the web designer and ticketing software provider.
- Manage the Festival's digital marketing and online presence year-round, including e-newsletters and social media updates, and build the Festival's online presence across partner and industry sites
- As part of the marketing team, support the Box Office function to ensure that information is provided, campaigns are coordinated, and an excellent customer service experience is delivered on a consistent basis.
- Support the delivery of specified box office targets and audience reach across the full range of the Festival's activities.

- Work with the Festival's PR company to support their activities to maximise opportunities for the Festival to develop its relationships with the media.
- To champion the consideration of audience development and engagement in relation to Festival programming and public affairs.
- Assist in maximising the profile and patronage of the Festival as a leading cultural event in Cork.
- Ensure that the Festival's objectives and activities are communicated effectively to the public and key stakeholders.
- Ensure that analysis and measurement of all activities are undertaken and reported on, as required for detailed post-Festival reporting, and year-round.
- Act as first liaison for agencies and suppliers to the Marketing function, including website, design, advertising agencies.

TRAINING, EXPERIENCE AND QUALIFICATIONS DESIRABLE:

- A graduate with a minimum three years' experience working in marketing and/or fundraising and have a proven track record of managing and/or contributing to marketing campaigns in a film/arts and festival environment.
- Have knowledge and expertise in all key marketing channels and be aware of trends and developments in both above and below-the-line marketing.
- Proven commercial and fundraising achievements

PERSON SPECIFICATION: KNOWLEDGE, SKILL AND ABILITIES:

- Have the flair and creativity to devise effective marketing and fundraising strategies
- Strong research skills, presentation skills, and excellent writing skills with a keen attention to detail
- Be highly organised, able to work in a busy work environment, and an effective communicator.
- Literate with all basic computer packages (essential) and design packages (desirable), and proficient across social media platforms
- Have excellent time and project management skills, be motivated, energetic and results driven.
- Strong people management skills, a positive attitude and exemplary team skills.
- A natural capacity to facilitate productive relationships with suppliers, staff, and volunteers.
- Combine vision with the ability to make things happen, and can work on their own initiative.
- Passion and enthusiasm for film and the arts in Cork, and Ireland

KEY PERFORMANCE INDICATORS:

- Research and develop new and existing fundraising strategies to achieve agreed targets which include €40,000 (cash) income in year 1, and €70,000 (cash) income in year 2.
- Increase audience numbers by 7.5% in year 1, and 11% in year 2; combined online engagement by 11% each year; and media engagement by 8% in year 1, and 7% in year 2.

To learn more about Cork Film Festival please see the [About Us](http://corkfilmfest.org) section on our website: corkfilmfest.org.

TO APPLY FOR THE ROLE:

Please email a letter of application (max. 2 pages), outlining relevant skills and experience, together with your CV to jobs@corkfilmfest.org with 'Marketing and Development Officer' in the subject line, by **Tuesday 8th May**.

Interviews will take place on **Friday 11th May**.

Contract:

Contract: Two year fixed term, renewed annually following review

Remuneration: €30,000 per annum

Start date: **5th June**

Probation: Six months

Hours: Usually office hours 40 hours Monday-Friday, including lunch, with flexibility at evenings and weekends during the November Festival period

Location: Castle Chambers, 6 Castle Street, Cork.