

Welcome to our information pack

Festivals Marketing Manager

The following information is provided to assist your application. Information about the BFI can be found at our website: www.bfi.org.uk with information specifically about job vacancies at www.bfi.org.uk/about-bfi/job-opportunities

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Welcome to our information pack:

Festivals Marketing Manager

Thank you for your interest in the post. I hope that you find this information pack helpful and we look forward to receiving your application. The successful applicant will be joining the BFI at a hugely important and pivotal time. The post of Festivals Marketing Manager will play a crucial role to ensure our success going forward.

1. How to Apply:

To apply please click the *Apply Online* button and complete our online application form, including a supporting statement regarding what you bring to the role and how you meet the criteria of the person specification plus our completed equality & diversity monitoring form.

Please submit your application by Monday 11 November 2019. If you experience any technical difficulties please contact the Human Resources Team during office hours by email: opportunities@bfi.org.uk or telephone: 0207 957 3207 who will be happy to help. Please be aware that Google Chrome users may experience technical issues when submitting an application online and are recommended to use an alternative browser.

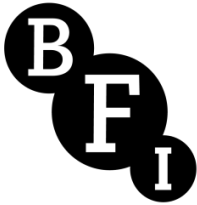
First interviews will be held on **Monday 25 November 2019.**

If you have any questions or want to discuss the post prior to applying please contact me at: Nyree.Jillings@bfi.org.uk

I look forward to receiving your application.

Nyree Jillings
Senior Marketing Manager (Campaigns)

2. Job Advert



Festivals Marketing Manager

Salary £36,024 - £42,570 plus generous benefits package

We support flexible working

We are seeking a Marketing Manager who will develop and deliver the marketing strategy for the BFI London Film Festival (LFF) and BFI Flare (London LGBTQ+ Film Festival).

The post-holder has responsibility for developing and delivering the cross-channel strategic marketing and brand campaigns for BFI LFF and BFI Flare as well as building and maintaining relationships with key media partners, sponsors, film companies and other partners and colleagues.

The ideal candidate will:

- Be an experienced marketing professional with a background in cultural festivals/events or in the film exhibition sector
- Have proven ability to develop and deliver a broad-based cross-channel marketing and branding campaign in a fast-paced, dynamic cultural environment, with strong project management skills
- Have proven management skills to recruit and manage a marketing team for the duration of the BFI London Film Festival.

Based at BFI Stephen Street you will enjoy benefits such as our pension scheme, excellent support for working parents, 28-33 days annual leave, tickets to BFI festivals and events plus many others.

Further details about the post can be obtained by visiting www.bfi.org.uk/about-bfi/job-opportunities.

The closing date for applications is **Monday 11 November 2019**

First interviews will be held on **Monday 25 November 2019**



We support diversity and inclusion

3. The package - salary and benefits

All roles at the BFI are individually evaluated. This role is graded at Level 3A and the salary range is £36,024 to £42,570 per annum.

We would normally aim to recruit to the minimum point of the pay scale, but will match to the nearest point within our pay scale (where possible) the successful candidate's current salary within a similar external role.

After successfully completing our 6 months' probation period candidates will progress to the spot rate for the role at £39,360 per annum (if not appointed at that rate or higher).

At the BFI we offer a wide range of benefits to our employees including:-

- BFI pension scheme
- 28-33 days paid annual leave (excluding Bank Holidays)
- Support for working families: generous contribution to childcare costs; childcare vouchers; enhanced maternity, 4 weeks paid parental leave and enhanced shared parental pay
- We promote and support flexible working
- Our Employee Assistance Programme provides advice and support for employees and their key family members across all life events
- Free tickets to BFI Southbank screenings and events plus access to other BFI Events and Film Festivals (the London Film Festival and FLARE)
- Loan Schemes such as season ticket and computer purchase
- Ride to Work Scheme
- £100 towards annual Health Club Membership
- Sight and Sound Magazine
- 35% employee discount on all food across BFI Benugo outlets, and 20% staff discount on alcohol
- 70% employee discount on BFI DVDs, 50% on books and merchandise plus 20% off other items at BFI Filmstore
- 40% employee discount on all retail, including upstairs concessions, at BFI IMAX – Odeon

Certain conditions apply on some benefits and these details are available from Human Resources. Some benefits are non-contractual and the BFI reserves the right to review benefits and withdraw benefits as appropriate.

Diversity & Inclusion

We welcome applicants from all backgrounds.

We want to make sure our workforce is diverse and representative of the communities we work with, and that our opportunities are open to all.

- We are Stonewall Champions. Stonewall works for equality and justice for lesbians, gay men, bisexuals and transgender people.
- We are a Disability Confident employer, accredited by Jobcentre Plus.
- Our two areas of under-representation are BAME re ethnicity and disabled people. To encourage applications from both communities, all candidates who meet our job specification minimum requirements for the role they have applied to are invited to stage 1 of our selection process.
- We are members of the Employer's Network for Equality and Inclusion.
- We are members of the Southbank Employers Group, a partnership with a long-term commitment to improving the everyday experience of the area for employees, visitors and residents alike.

People Engagement and Wellbeing

The BFI takes our responsibility to engage and develop our employees seriously. We carry out a range of activities to facilitate this, including:

- All employees are appraised each year and agree objectives and a development plan with their line manager.
- Meetings are held at Directorate, Department, team and individual level with 'all employee' events each quarter.
- Our brand values are 'Approachable, Inspiring and Responsive'.
- We are committed to promoting diversity and inclusion across all our activities. A cross BFI representative steering group assists us plan and monitor our initiatives.
- Our mean gender pay gap was 0.4% as at 31 March 2018.
- We are a disability confident employer.
- We provide a range of wellbeing initiatives. As part of our mental health wellbeing strategy we have Mental Health First Aiders at each main site.
- We regularly review our staff engagement strategies to see how we are doing

4. The BFI

The BFI is an internationally recognised cultural body, and the lead organisation for film in the UK. We are a Government arm's-length body and distributor of Lottery funds for film. We serve a public role which covers the cultural, creative and economic aspects of film in the UK. The BFI delivers this role:

- As the UK-wide organisation for film, a charity core funded by Government
- By providing Lottery and Government funds for film across the UK
- By working with partners to advance the position of film in the UK.

Our ambition is to create a flourishing screen environment in which innovation, opportunity and creativity can thrive by:

- Connecting audiences to the widest choice of British and world cinema
- Preserving and restoring the most significant film collection in the world for today and future generations
- Championing emerging and world class filmmakers in the UK - investing in creative, distinctive and entertaining work
- Promoting British film and talent to the world
- Growing the next generation of filmmakers and audiences

Founded in 1933 the BFI is a registered charity governed by Royal Charter. The BFI Board of Governors is chaired by Josh Berger CBE.

[BFI2022](#) is our strategic plan for film for 2017-2022. It focuses on our three core priorities to support Future Talent, Future Learning and Skills, and Future Audiences. The strategy builds on the successes and direction of our previous five-year plan - *Film Forever* (2012-2017).

5. The Role

Job Description

Directorate:	DCEO
Department:	MC&A
Role:	Marketing Manager - Festivals
Grade:	3A
Accountable for:	Festival and Venues Marketing Advisor; 3 x temporary Festival Assistant roles
Accountable to:	Senior Marketing Manager, Campaigns
Main contacts:	Festival Producer; Venue Manager; Web Production Manager; LFF Digital Producer; Digital Marketing Team; Research Manager; CRM Analyst; PR Manager; Business Partnerships Managers; Festival Director; Senior Marketing Manager, Creative Services; Studio Manager; Festival Event Producer; Technical Services Team; Head of Interactive Production
Location:	BFI Southbank

Main Aims

To develop and deliver the marketing strategy for the BFI London Film Festival and BFI Flare, London LGBTQ+ Film Festival.

Job Scope:

An experienced marketing professional with a background in cultural festivals/events or in the film exhibition sector. A proven ability to develop and deliver a broad-based cross-channel marketing and branding campaign in a fast-paced, dynamic cultural environment, with strong project management skills and an understanding of sales in a film exhibition/ticketing environment.

The post-holder has responsibility for building and maintaining relationships with key media partners, sponsors, film companies and other partners and colleagues and must therefore have the experience and maturity to take the lead in any discussions and negotiations.

Working closely with the Senior Marketing Manager, Campaigns the post-holder will need management skills to recruit and manage a marketing team for the duration of the BFI London Film Festival.

The BFI London Film Festival takes place over 11 days, with 600+ screenings, 12 venues, 15 major red carpet premieres and over 200K admissions, as well as education, industry, events and UK-wide programmes. The successful post-holder will be required to balance attention to detail and with an ability to see the bigger picture.

Key Responsibilities

- Responsible for developing and delivering the cross-channel strategic marketing and brand campaigns for BFI London Film Festival and BFI Flare, London LGBTQ+ Film Festival
- Lead the Festival marketing team, including recruitment and management of temporary Festival staff, and other BFI colleagues delivering the Festivals
- Work in collaboration with the Festival team to deliver Festival sales targets and overall financial and audience development objectives
- Plan and manage all Festival advertising campaigns across all media
- Manage the production and delivery of AV materials including clip reels, trailers and moving idents
- Manage and deliver all Festival collateral across all partner venues, and together with Team act as lead for all branding and marketing assets for partner venues
- With the Festivals PR Manager, lead on development and delivery of media partnerships, leading the relationships to optimise campaigns for BFI Festivals
- Commission new creative concepts and key art for BFI Festivals, working in liaison with BFI Creative Services and external agencies and creative contributors to deliver
- Deliver all promotional activity for the Festival, liaising with distributors, cultural partners and media outlets to maximise exposure of the Festival

- In collaboration with the Digital Marketing Team, devise the social media and e-comms strategy for both Festivals
- Work with the Festival Production Team, external production agency and venues to deliver cinema branding and event promotion
- Work with LFF principal sponsor and other main sponsors to ensure fulfilment of sponsorship packages
- Work closely with BFI press office and appointed PR agency to ensure marketing and press activity are co-ordinated, and to help deliver the programme launch
- Establish and manage evaluation/impact/audience analysis measures, continually seeking to optimise efficient use of available resources, and provide insight in how to develop marketing messages and target new audiences, working with BFI CRM and Research teams and systems
- To manage the budget, ensuring that the BFI's Financial Procedures are followed for the management of all assets (including people).
- To manage and develop team members in accordance with the BFI's Performance Management Scheme; ensuring that all team members have regular individual and team meetings, have agreed objectives which they are appraised against and are developed. To work with Human Resources to ensure that opportunities for development are identified and any performance challenges identified and resolved early.
- To ensure that the team are engaged and well informed regarding the Directorate's initiatives and the team's activities
- To encourage and develop cross team working and collaboration between teams, with teams outside of the Department and Directorate, and with external partners and stakeholders
- To keep abreast of changes in best practice to ensure that BFI thinking and practice is leading edge.

Approach:

- To carry out all responsibilities in a way which supports the BFI brand values of 'Approachable, Inspiring and Responsive'.

- To be supportive and good team player, supporting others where you can, and actively participating in team meetings, events and the induction and training of new team members
- To promote and support diversity and inclusion in all activities
- To be an ambassador for the BFI through maintaining a professional approach at all times.
- The post holder must at all times carry out their responsibilities with due regard to the BFI's policies and procedures
- To undertake any other activities that may be reasonably required.

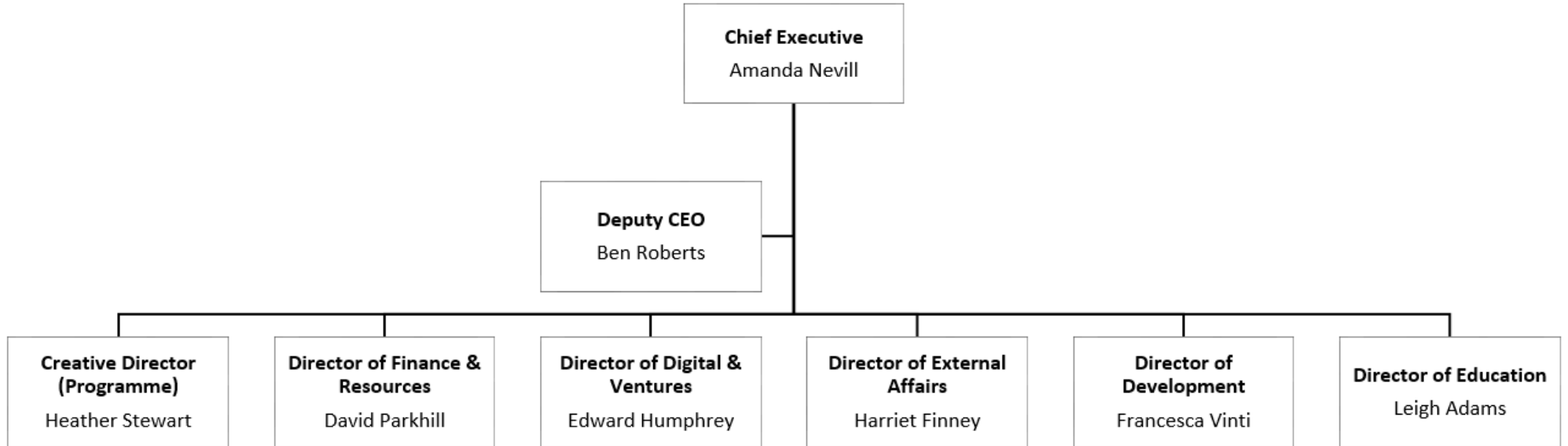
Festivals Marketing Manager Person Specification

Minimum requirements:

- Demonstrable marketing management experience in the festival, event, film and/or culture sectors
- A proven track record in creating innovative marketing and audience development strategies and achieving business objectives and revenue targets
- Experience of managing multiple budgets and successfully delivering complex marketing projects
- Experience of setting up and managing media partnerships
- Experience of negotiating with colleagues, external suppliers and external contacts
- Excellent communication and presentation skills with the ability to deal effectively with people at all levels
- Experience of working as a supportive team member
- Proven experience of successful people management including, recruiting, managing and motivating teams
- The ability to develop and maintain good working relationships with BFI colleagues, partners and stakeholders
- The ability to prioritise and ensure that key deliverables are monitored, on target or appropriate action taken
- The ability to troubleshoot and make ad hoc decisions in a fast paced environment and able to adapt to new situations
- A willingness to work outside normal office hours in the lead up and during festival periods.
- A competent Microsoft Office user
- A proven track record of promoting and supporting diversity and inclusion
- The aptitude to carry out all activities supporting our brand values 'Approachable, Inspiring, Responsive'

October 2019

6. BFI Executive Structure:



7. Marketing: Cultural Campaigns & Membership: Department Organisation Chart

