

Job Description

Marketing Assistant

Open City Documentary Festival

Dates: w/c 5th July – 15th September

3 days/week in the first week, then 4 days/week until week commencing 6th of September, after which this position will be full time (festival dates inclusive) and 1 day wrap-up after the festival.

Fee: £4,500 (£100/day for 45 days)

Location: London and remote working

Reports to: Marketing Manager

About Us:

Open City Documentary Festival celebrates the art of non-fiction, creating an open space in London to nurture and champion the art of creative documentary and non-fiction filmmakers. The festival sits within the Department of Anthropology at UCL.

The eleventh edition of the festival will take place from the **8th - 14th September 2021**.

Main Purpose of the Job:

The Marketing Assistant will work with the Marketing Manager to deliver all promotional activities for the 2021 edition of the festival, including outreach, social media, content creation, and partnership engagement.

Additional Details:

The working days will be 3 days/week for first week, 4 days/week until the w/c 6th of September, after which the position will be full time, with 1 day wrap-up after the festival. The position holder must be available to work the full dates of the festival 8th -14th of September, including the weekend. Flexible working hours will be required during the festival dates.

The position holder will need to be registered as self-employed and may need to provide their own laptop.

Duties and Responsibilities:

- Co-ordinate audience research, development and outreach
- Partake in delivery of the digital communications strategy for the festival
- Supervise all digital and online platform development and management
- Create, design and curate content and copy in a range of formats for the festival owned and earned channels according to the strategy
- Co-ordinate the distribution of the festival's printed marketing collateral, as well as filmmakers' own promotional materials and other assets.
- Provide marketing support throughout the festival period, responding to demands, helping with event setup, ensuring partners / sponsors obligations are fulfilled across venues, and documenting events and posting live updates from festival screenings and industry events across social media channels
- Create partner packs and content for venues, partners and funders
- Update the website as required
- Activate festival partnerships and media partnerships on our digital platforms
- Collate and analyse the data/stats from all digital marketing platforms, reporting back on the successes / lessons learnt in relation to digital communications campaigns
- Supervise the collection of audience research and impact evaluation
- Co-ordinate the signage of the festival in venues
- Assist with press accreditation and press requests
- Ensure all data stored is GDPR compliant
- Write appropriate sections of the festival and funder reports

- Assist with any communications related projects which arise as part of the work, on time and on budget
- Oversee Press and Industry screenings, ensuring the schedule runs to time and front of house volunteers are briefed

Person Specification

Essential Criteria:

- Demonstrable excellent copywriting and proofing skills
- Proficiency in social media management (Facebook, Instagram, Twitter, Vimeo, YouTube), newsletter creation (Mailchimp) and content management (Hootsuite, WordPress)
- Track record of delivering effective and creative social media activities
- Experience producing digital communication campaigns, both organic and paid
- Proficiency in content planning and scheduling
- Experience of using design software such as Adobe Creative Suite
- Video-editing skills for social media
- Good understanding of GDPR
- Interest in non-fiction film and desire to engage with the festival programme

Desirable Criteria

- Experience working in the creative sector
- Experience delivering 'brand' or 'message' awareness
- Familiarity with Google AdWords environment

As part of London's Global University, we know diversity fosters creativity and innovation. We are committed to equality of opportunity, to being fair and inclusive, and to being a place where we all belong.



We therefore particularly encourage applications from candidates currently underrepresented in UCL's workforce and within the cultural sector. These include: people from Black, Asian and ethnic minority backgrounds, disabled people and LGBTQ+ people.

To apply please email a CV and covering letter addressing how you meet the essential criteria (no more than 500 words) to marta@opencitylondon.com with the subject line "Marketing Assistant Application".

Applications close at 11:59pm on Monday 7th of June. Interviews will be held w/c 14th of June.