



Digital Marketing Coordinator

**Sheffield Doc/Fest
Application Pack**

Contact:

**Maria Stoneman,
Head of Operations & HR**

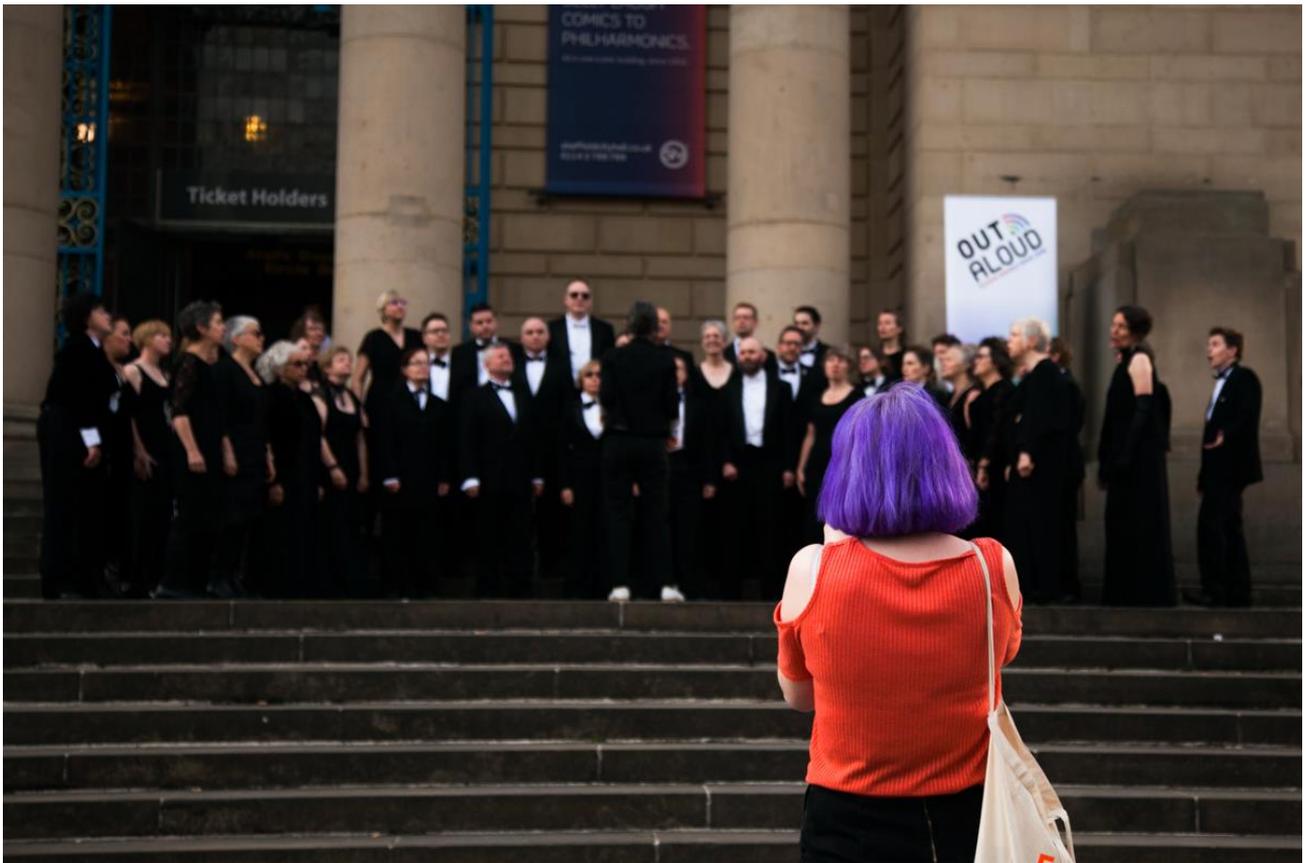
Address:

**The Workstation, 15 Paternoster Row,
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The Role



The Digital Marketing Coordinator is an essential front-facing role at Sheffield Doc/Fest, interacting with our 25,000+ audiences across the globe.

The Digital Marketing Coordinator is responsible for creating new engaging content for Doc/Fest's social media, eNews, and website. The successful candidate will have expert knowledge of all social media platforms, email systems, and website navigation. Experience of writing to varying audiences is a must.

The successful applicant will have knowledge of Adobe InDesign or Photoshop, creating digital images to be shared across platforms. Knowledge of best practice, trends and competitor activity is important.

Key Responsibilities

Digital Marketing

- Coordinate the collation, design, production and editing of all digital marketing materials;
- Input into, and deliver the Doc/Fest digital marketing, communications and outreach strategy for the Festival;
- Ensure that systems are set up to ensure smooth internal and external communication;
- Ensure all data stored is GDPR compliant;
- Seek to maximise ticket sales through digital marketing campaigns for both public and industry audiences;
- Research and suggest new and trending communication tools;
- Keep abreast of competitor activity;
- Ensure the organisation is represented by its correct branding and logo on all digital platforms, as instructed and signed off by the Marketing Manager;
- Service existing festival partnerships and media partnerships where digital marketing is concerned;
- Liaise with marketing officers from sponsor companies to service sponsor agreements where digital marketing is concerned;
- Arrange contract deals with other organisations' websites for banner advertising and logo placement;
- Work closely with and allocate tasks to the Marketing Assistant and the Marketing Runner, ensuring timelines are adhered to and deadline are met;
- Coordinate Doc/Fest's website, ensuring user navigation is clear and information is up to date across all pages;
- Create cinema slides, liaise with an external production company to convert to dcp, and deliver to appropriate venues;
- Coordinate all video productions – including trailers and promo videos;
- Ensure all film trailers are hosted on Doc/Fest's YouTube with appropriate logos and laurels;
- Coordinate the Marketing Team to regularly update social networking websites, and other member areas, including pre-scheduled social media communication (Facebook, Twitter, Instagram) and live-Tweeting/Facebook posting where required;
- Maintain and update the Doc/Fest Wikipedia;
- Create the regular email newsletter;
- Update the festival app as required;
- Coordinate festival photographers and videographers;
- Answer all questions that come through social channels in a quick and accurate manner;
- Use Asana management system in order to set, and keep to, deadlines;
- Coordinate a team of volunteers during the Festival.

Reporting

- Collate and analyse the data/stats from all digital marketing platforms, reporting back on the successes / lessons learnt in relation to digital marketing campaigns;
- Coordinate the documentation received from the photographers and videographers and store on the server;
- Write appropriate sections of Final Festival Report and Debrief;
- Write appropriate sections of funding applications and sponsor reporting;
- Any other reasonable tasks as requested by the Marketing Manager and management team.

Person Specification

- Experience of coordinating and developing marketing campaigns;
- Good knowledge of effective digital marketing campaigns;
- Experience/knowledge of tourist destination marketing;
- Good knowledge of trends and existing networks, in the film, television and documentary industry;
- An interest in interactive and immersive media and virtual reality;
- Good sales technique;
- Ability to work within a team and task manage trainees;
- Experience of working in a fast-paced and pressured environment, delivering to strict deadlines;
- Excellent copywriting and proofing skills;
- Proficiency in IT skills including Photoshop, InDesign, Excel and Powerpoint as well as mailing software and online systems;
- Knowledge of Sheffield or Sheffield City Region is desirable.

Contract Overview

Role: Digital Marketing Coordinator
Reports to: Marketing Manager
Location: Sheffield
Fee: £3710.00
Tenure: 1/04/2019 – 14/06/19 full time, including the weekend of the 8 and 9 June 2019
Festival dates: 6-11 June 2019

How to Apply

We are inviting prospective applicants to apply for this contract by sending a CV and covering letter (2 pages maximum). Please address applications to: Maria Stoneman, Head of Operations & HR.

Email address: recruitment@sheffdocfest.com

Subject heading: "Digital Marketing Coordinator".

Please also direct any queries to the same name/email.

We monitor the diversity of our workforce and for the purposes of reporting to our key funders we ask that you help us by completing the following [questionnaire](#) anonymously. [Click here](#) to be taken to the form.

The deadline for applications is: 12:00 GMT, 21 January 2019
Interview date: 31 January 2019
Start date: 1 April 2019

Who We Are



Sheffield Doc/Fest is a creative space for discovery, debate, collaboration and inspiration. We champion and push forward new talent, ideas and interaction for the future of the industry.

We are an open, inclusive festival, bringing together veteran creatives, new voices and our city to share, shape and question stories of the world we live in. What's your story?

The six-day festival and all-year activity consists of events across five programme areas:

FILM – New cinema, film and artist's moving image

ALTERNATE REALITIES - Interactive, augmented and virtual reality story worlds

TALKS – Masterclasses, summits and panels

MARKETPLACE & TALENT - Industry, talent, training and pitching

SOCIAL – Parties and networking

Plus ALL YEAR – Film Screenings, Alternate Realities Tours, Talks and Training

Every year, we're proud to connect thousands of creatives with industry players in a nurturing environment, resulting in the discovery of new talent, new collaborations, and new commissions for cinema, television and online.

We host a festival experience that is creatively inspiring, and the place for pioneering and innovative filmmakers, ideas, projects, debate and thinking – as well as for business, pitching and training.

The next Festival will take place 6-11 June 2019.

Access

Sheffield Doc/Fest is able to accommodate for all disabilities. If the successful candidate requires that we make reasonable adjustments in the office to accommodate them, we will be able to do this and also if necessary support them in making an application to the Access to Work government run scheme.

Equal Opportunities

Sheffield International Documentary Festival Limited (Sheffield Doc/Fest) operates a policy on all matters pertaining to Equal Opportunities: Sheffield Doc/Fest believes that culture, the media, and the process of changing culture are important driving forces in creating a society which is proud of its diversity and its multi-cultural heritage. Sheffield Doc/Fest will actively promote and celebrate this diversity and in all its activities take positive action to end all forms of discrimination including based on age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religion and belief, sex and sexual orientation.



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