



# Marketing Manager

**Sheffield Doc/Fest  
Application Pack**

**Contact:**

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

**Address:**

**The Workstation, 15 Paternoster Row,  
Sheffield, S1 2BX**

**+44 114 276 5141**

**[maria.stoneman@sheffdocfest.com](mailto:maria.stoneman@sheffdocfest.com)**

# The Role



Sheffield Doc/Fest is offering the opportunity for a marketing professional to join the 2019 Festival team as Marketing Manager. The Marketing Manager will be a highly skilled communications professional and commercially minded individual. The Marketing Manager will line manager a small team to deliver Doc/Fest's marketing and audience development strategy for the next edition of Doc/Fest.

The successful candidate will be an excellent communicator with experience across publications, digital marketing and outreach, and deep understanding of audience data analysis. You will have experience working with multiple audiences and to tight deadlines. This is an exciting role with opportunities to work across all aspects of marketing and across many varying programmes, and creative input and design is highly valued.

# Key Responsibilities

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- Lead on the delivery and implementation of the 2019 Doc/Fest marketing and audience development strategy for all Doc/Fest programmes: Films, Alternate Realities, Talks, Marketplace & Talent, and Special and other Events, in the lead up to and during the Festival;
- Create strategies for Doc/Fest's multiple audiences, specifically industry and public;
- Lead on increasing diversity and inclusion within Doc/Fest's audiences;
- Ensure the design and delivery of all marketing materials for All Year projects such as film programme and Alternate Realities touring activity, talent development programmes, submissions, Festival passes, etc;
- Ensure that workflow systems are set up to ensure smooth internal and external communication;
- Ensure all data is stored securely and is GDPR compliant;
- Set and manage timelines and milestones for the Marketing team;
- Oversee the relationship with the Festival's graphic designer to promote and develop the Doc/Fest brand;
- Devise and deliver Doc/Fest's digital marketing strategy, both public and industry facing;
- Manage the front end of the Doc/Fest website and App, including narrative, messaging and layout;
- Manage and deliver Doc/Fest's public outreach campaigns;
- Create Doc/Fest adverts for other events and festival partner catalogues;
- Manage a clear timeline of all deadlines for the year for publications and marketing;
- Oversee the Marketing & Publications Coordinator's work regarding the design, layout and production of all publications;
- Together with the Director of Film Programming and Head of Operations & HR input into ticket pricing and sales strategies to maximise ticket sales and audience outreach;
- Maintain existing and established new marketing, media and cross-promotional partnerships, and nurture new key relationships;
- Develop Doc/Fest's destination tourism offer, in conjunction with local and regional tourism bodies and the city council;
- Develop new marketing partnerships with a focus on local organisations;
- Service funding and sponsorship agreements with regard to branding and marketing as advised by the Director of Partnerships & Development;
- Liaise with designers, printers and other suppliers towards cost-efficient production and delivery of campaign materials;
- Oversee the copy-writing and editing of copy for sales, advertising and promotional materials;
- Manage the edit of video content and the production of the festival trailer;
- Work closely with the Head of Press to ensure press and marketing opportunities are maximised, and on the creation of press releases;
- Ensure all relevant 'what's on' listings online and in print publications are taken advantage of;
- Line manage the Marketing team which includes Marketing & Publications Coordinator, Digital Marketing Coordinator, Publications Assistant, Marketing & Press Assistant, Marketing & Outreach Assistant;
- Work on the Festival's Programme Launch, and on any other promotional events and networking receptions in the lead up to the 2019 Festival;
- With the Head of Operations & HR, hire and brief the photographers and videographers documenting the festival;
- Delegate the uploading of content to the website and regular e-news;
- Manage the 2019 Marketing budgets, highlighting any possible overages to the Deputy Director before they occur, and analyse ROI;

- Arrange contra deals with other organisations websites for banner advertising and logo placement;
- Devise and deliver a plan for organisational discounts and other promotions;
- Manage the production and sales of all merchandise;
- Ensure the organisation is represented by its correct branding and logo on all platforms;
- Ensure venues are dressed, branding needs are met, and that events are presented appropriately;
- Manage all public and delegate feedback and data collection;
- Create and analyse the success of survey results, social media analytics and other sources of information to create reports/recommendations for future marketing campaigns;
- Write appropriate sections of Final Festival Report and internal debrief document, and attend post-festival debrief day;
- Feed in to the relevant marketing and audience development sections of other festival reports for funders and sponsors;
- Any other reasonable tasks as requested by the Senior Management team.

# Person Specification

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## Essential

- Experience of planning and designing marketing campaigns;
- Experience of implementing and delivering marketing campaigns;
- Experience of producing significant publications for a major event;
- Social media, CRM, and GDPR proficiency;
- An interest in documentary film and television, and digital and interactive media and virtual reality;
- Good knowledge of trends in the documentary and digital industry;
- Experience of managing media partnerships and servicing brand sponsorships;
- Ability to represent and be the face of the festival at promotional events;
- Good sales technique;
- Experience of line managing a small team;
- Experience of working in a fast-paced and pressured environment, delivering to strict deadlines;
- Good copywriting skills with accurate grammar;
- Experience of managing budgets effectively, including making small budgets stretch further;
- An understanding of financial reporting;
- Proficiency in IT skills including Photoshop, InDesign, Excel and Powerpoint as well as mailing software and online systems.

## Desirable

- Existing networks and contacts in the documentary industry and/or in the Yorkshire destination tourism industry;
- Experience managing large numbers of volunteers.

# Contract Overview

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Role:	Marketing Manager
Location:	Sheffield
Fee:	£22,000 to £26,000 per annum, pro rata
Tenure:	January to end of June – possibility of extension to 2020 festival
Festival dates:	6-11 June 2019

## How to Apply

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We are inviting prospective applicants to apply for this contract by completing the downloadable application form [here](#). **Please note that CVs will not be accepted.**

Please address applications to: Maria Stoneman, Head of Operations & HR.

Email address: [recruitment@sheffdocfest.com](mailto:recruitment@sheffdocfest.com)

Subject heading: "Marketing Manager".

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.

<b>The deadline for applications is:</b>	13:00GMT, 22 January 2019
<b>Interview date:</b>	29 January 2019
<b>Start date:</b>	As soon as possible.

# 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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