

# SHORT SIGHTED CINEMA

## **Marketing Manager**

**Application deadline:** 20th Feb, 12pm.

**Start date:** March 2019.

**Salary:** Voluntary, with expenses

**Contract:** Flexible hours. Fixed term, 6-months, March - July. Expected 2 hours per week in the initial few months, building up to 2 days per week in the month leading up to the festival in June (date TBC). Exact requirements will be discussed as the project develops.

The Shortest Nights is an annual festival dedicated to celebrating British short film. Now entering its 5th year, it is recognised as one of the top festivals for shorts in the UK and attracts hundreds of submissions each year. The 2019 edition will undertake a re-shuffle and we are seeking to bring in new members to the team to carry our vision forward.

We are seeking an individual who is independent, self-motivated and passionate about short film. You will need to be able to show initiative and take responsibility for your duties. As we work remotely, you will need to be able to manage your own time and feedback to the team on a regular basis, as well as attend occasional meet-ups. Ideally, we are looking for somebody interested in developing the festival with us throughout the planning stages, assist in pre-selection, and who is keen to jump right in.

### **Responsibilities:**

- Maintaining our social media channels
- Developing online audiences
- Creating engaging content
- Communicating with filmmakers and collating information on each film, ensuring each is represented on festival marketing efforts
- Handling or organising the distribution of any print media
- Developing the festival's relationships with other festivals around the UK
- Initiating innovative ideas to draw in new audiences
- Writing regular newsletters in the lead up to the festival
- Handling a marketing budget for online ads.

### **Person Specification:**

We understand that unpaid roles are time-consuming and big commitments, so where possible we want to guide you and give you all the experience and knowledge

we have. It is essential that you have some experience of digital marketing (ideally of film events), but we're open to hearing from people at all experience levels - we all started somewhere!

**Desirable:**

- Experience working on a film festival, arts festival or film-related project
- Excellent understanding of Facebook, Twitter and Instagram, and a working knowledge of other social media platforms and apps.
- Adobe Photoshop / Illustrator / InDesign skills
- Excellent written English
- Strong copywriting skills
- Existing connections to other UK based festivals, arts organisations, venues and/or the filmmaking community
- A passion for short film and an active interest in developing the festival.
- Enthusiastic, confident and a willingness to get stuck in.

To apply, please send an email to Kate and Gem at [info@shortsightedcinema.com](mailto:info@shortsightedcinema.com) with your CV and short covering letter telling us why you'd like to join the Short Sighted Cinema team.