



## Job Description

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Job title:	Comedy Genius Marketing Campaign Coordinator
Reporting to:	Major Programmes Project Manager, BFI Senior Marketing Manager
Location:	Nottingham, with a remit to support National activity
Staff responsible for:	No Direct reports
Functional responsibility:	To support delivery of the National campaign for 'BFI Comedy Genius' season across the Film Audience Network (FAN).
Hours worked:	Freelance – negotiable up to 4 days p/w
Salary Grade	£125 per day, to a maximum fee of £7,500 (60 days) during the period September – December 2018
Start date:	Preferred start date 17 September 2018

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### About Film Hub Midlands

As set out in the five year strategy BFI2022, the BFI is making key changes to the BFI Film Audience Network (FAN). Supported by National Lottery funding, FAN is a unique collaboration made up of eight Hubs managed by leading film organisations and venues strategically placed around the UK, and is the backbone of the BFI's strategy to ensure the greatest choice of film is available for everyone. Changes to Hub boundaries include the creation of a new Film Hub Midlands, which will be managed and led by a strategic partnership between Broadway in Nottingham and Flatpack Projects in Birmingham. Providing resources, training and funding for film exhibition – with an emphasis on growing new audiences for British independent and international film – Film Hub Midlands will also deliver talent development activity for aspiring filmmakers and raise awareness of film culture in the region.



## **Purpose of Role**

To support delivery of the National marketing campaign for 'BFI Comedy Genius' season across the Film Audience Network (FAN). BFI Comedy Genius is a national celebration of comedy talent on film and across TV and online, comprising tentpole events across the UK, a National tour and support programme for one-off screenings and mini seasons of films relating to programme themes.

In order to support delivery, Film Hub Midlands manages two funding programmes that enable FAN members to participate in the season, alongside further touring opportunities from ICO and partners.

A national campaign, led by BFI, will underpin all activity and draw National attention to key projects. Direct funding to organisations will also include project-specific marketing spend.

The role of the Campaign Coordinator is to support delivery of the season's marketing, brand presence and required visibility across a range of activity taking place across the UK.

## **About Broadway**

Broadway is the Hub Lead Organisation for Film Hub Midlands, part of the BFI Film Audience Network, and an Arts Council England National Portfolio Organisation, providing support for our Near Now studio for arts, design and innovation. With the only auditoria in the world designed by Sir Paul Smith and based in the heart of Nottingham's Creative Quarter [www.broadway.org.uk](http://www.broadway.org.uk) it is one of the leading independent cinemas and creative media centres in the UK. Attracting around 200,000 admissions each year to a diverse programme of independent British and international film, screen heritage, festivals and special events Broadway also offers a range of activities that support the development of talent, artistic and creative practice. It is home to a number of filmmakers, receiving international recognition for their work, who share their professional experience, training participants of Broadway's BFI Film Academy course for 16-19 year olds.

## Key Responsibilities

- Assist with dissemination of marketing assets to venues, festivals and other participants in the season
- Offer advice and support to members participating in Comedy Genius relating to outreach, creation or manipulation of digital assets, social media
- Ad-hoc creation of assets using supplied components
- Campaign impact tracking and reporting
- Assist in planning and executing marketing activity, as directed by Major Programmes Project Manager
- Project tracking and compliance – following up awarded projects, ensuring adherence to marketing guidelines, maximising visibility of the programme
- Updating and maintaining UK-wide listings for the season’s online listings

## Success Indicators

- Campaign strategy for the season is implemented successfully;
- Campaigns are delivered to an exceptionally high standard and achieve significant regional profile; regional PR opportunities are maximised
- Marketing & PR activity is delivered in line with the campaign plan, and all associated KPIs are met;
- Venues and events delivered across the UK adhere to clear visual identity with appropriate branding and credits
- Good working relationships with venues taking part in the season; project partners feel supported and well-resourced

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## Person Specification

### Essential:

- A minimum of two years experience working in an arts or audience facing campaign or marketing role;
- Ability to work autonomously, against a delivery plan, on a range of tasks to ‘live’ deadlines
- Digital asset manipulation and creation - familiarity with InDesign, photoshop. Video editing desirable
- Experience of social media management
- Familiarity with Arts marketing and audience development
- Client service approach – supportive and friendly, able to deal with a range of people and experiences
- Experience of coordinating and delivering successful communications plans and campaigns that increase awareness and engagement across both online and offline channels;
- Have excellent written communication skills, being able to adopt copywriting style to suit the intended platform and audience;



- The post-holder must have a genuine enthusiasm for what we're trying to achieve, and a commitment to the BFI's objective of extending the breadth, depth and reach of film choice for audiences.

Desirable:

- Experience with working on projects with multiple partners and stakeholders;
- Knowledge of mail-out management systems;
- A working knowledge of the film distribution and exhibition sector, and an understanding of the wider operating context. In particular, knowledge of BFI Blockbuster or BFI FAN National campaigns (such as New Releases) would be advantageous
- An interest and preferably experience in film culture, the arts and the wider film and creative industries;

Attributes

- Able to work effectively and collaboratively as part of a team;
- A flexible and positive approach to work;
- Self-confident, and comfortable with speaking to partner organisations and venue programming and marketing staff across a variety of organisations;
- Self-motivated and able to work effectively under pressure;
- A demonstrable commitment to diversity and inclusion.

Additional Information

The total number of days worked and their allocation across the period will be normally 4 days per working week

- The post-holder will need to be able to work flexible hours, as occasional evening and weekend work is involved;
- The post-holder will be based at Broadway, Nottingham. Some remote working will be considered;
- Broadway is proud to be an equal opportunities employer, and is committed to supporting the BFI's Diversity Standards.

TO APPLY

Send a CV containing relevant information and a covering letter that addresses the key deliverables and accountabilities of the role and shows how you fit the candidate profile. With this form, we are asking you to provide your consent for us to process your data (CV) during the selection process and to keep your data for a period of 6 months once the selection process has been concluded. Your data will be retained in order to enable us to respond to any enquiries about this recruitment selection process and also so that we may measure your suitability for any future vacancies that arise during the following 6 month period.

**Deadline Friday 24 August 2018**

**Interviews Thursday 30 / Friday 31 August**

**Start date: between 17 September - 1 October 2018**

For an informal conversation about the role contact [annabel@filmhubmidlands.org](mailto:annabel@filmhubmidlands.org)