



MARKETING COORDINATOR

Job description

Reporting to:	Founder, Festival Producer, Courses Dir, Head of Educational
Salary:	£24,000 to £30,000 per annum based on experience
Contract:	Full Time
Holiday:	28 days per annum inclusive of public holidays
Notice Period:	One month
Probationary Period:	3-6 months

About Raindance

Raindance is dedicated to fostering and promoting independent film around the world. Founded in 1992, it combines Raindance Film Festival, film training courses, and Raindance Higher Education.

Raindance Film Festival is the largest independent film festival in the UK and it has been recognised by Variety as “one of the world’s top 50 unmissable film festivals”. Raindance showcases the boldest, freshest content from British and international filmmakers. Industry and the public attend cutting-edge panels, talks and workshops. Raindance is a qualifying festival for Oscars®, BAFTA and BIFA.

Our training courses are at the heart of the Raindance structure, aiming to give individuals the tools to start shooting their film, and covering screenwriting, production, directing, and virtual reality. Moreover, Raindance has developed three fully accredited Higher Education Film Programmes, becoming the only major film festival in the world to offer higher education.

Overview of the role

The aim of this role is to increase Raindance’s profile as a film school and the UK’s leading independent film festival, while increasing festival attendance, courses sales, and higher education enrollment.

You will be responsible for developing and executing marketing campaigns and strategies in line with business goals as discussed with the respective programme directors, conveying Raindance’s brand values and tone throughout. You will line-manage and assign tasks to marketing interns

throughout the year, as well as videographers, photographers and marketing volunteers during the festival.

Key Responsibilities:

Social media

- Creatively manage Raindance's social media feeds, including Facebook, Twitter, Instagram and LinkedIn, engaging with our audience while increasing sales and brand awareness
- Ensure that tone, visual style and messaging are consistent throughout the platforms
- Use social listening skills to monitor conversations around Raindance, gather feedback and create new strategies
- Community management of the various platforms

Newsletter

- Create weekly newsletters aimed at different sets of audiences (including festival daily newsletters) with an increasing open rate and CTR
- Ensure that our mailing list is consistently GDPR compliant
- Devise strategies to expand our mailing database

Digital Advertising

- Implement, monitor and optimise advertising campaigns on Google and Facebook Ads for festival, courses and higher education
- Run digital banner campaigns on key partner sites
- Act as the point of contact for external companies to run digital advertising campaigns on Raindance's channels

Print

- Oversee the creating, printing and distribution of promotional material while liaising with external agencies
- Oversee design schedules

Campaign planning & executing

- Devise and manage marketing campaigns (including festival, higher education enrollment, courses, events, etc), allocating and optimising the budget and clearly establishing target audiences
- Devise and manage special offers and competitions, focusing on engagement and sales goals
- Use data to measure the success of campaigns, reporting frequently on performance to the team
- Seeking out any alternative/new digital marketing technologies that may provide new opportunities
- Research and maintain awareness of main competitors' marketing strategies

Cross-promotion

- Build and maintain positive working relationships with external film and arts organisations, contacting them for cross-promotion
- Identify new audiences to engage with through the help of external organisations, sharing offers and discount codes when appropriate

- Liaise with sponsors to ensure partnership marketing requirements are met, including sharing key marketing assets with them

Content marketing

- Coordinating the creation of photo and video content at key events, including the festival
- Coordinating the creation of written content for the Raindance blog
- Integrating the content in our digital marketing campaigns

Feedback

- Analyse campaigns and translate data into recommendations and plans for optimising the strategies
- Arrange events feedback surveys and present the results to the respective departments

Essential Skills and Experience:

- At least 2 years experience of working within the marketing department of an arts/culture-related company in a busy office environment
- At least 1 year marketing at an independent film festival
- A thorough and in-depth understanding of Marketing (including Digital Marketing) and Social Media
- Experience of devising, implementing and monitoring integrated marketing campaigns, including experience of briefing designers, working with agencies and internal marketing colleagues
- Ability to demonstrate effective PPC optimisation techniques, and experience of creation, administration, and reporting of PPC campaigns across all channels
- Strong understanding of SEO practices and optimisation tactics
- Experience of Google Ads, Google Analytics, Facebook Business Manager, Hootsuite and Wordpress
- Familiarity with Microsoft Word, Excel and Powerpoint
- Ability to coordinate the planning, production and analytics of all email communications to customers via Mailchimp
- Experience of creating content for various channels including web and email
- Expert Photography skills
- Experience in design
- Experience of managing multiple social media channels and account
- Excellent written English, including proofreading skills
- Knowledge in the Canadian film industry
- Excellent communications skills, including copy-writing
- Motivated, proactive, creative and shows initiative - a self-starter
- Positive attitude and enthusiasm
- Excellent organisational skills including the ability to prioritise and juggle multiple tasks
- Excellent attention to detail
- Commitment to continuous professional development
- A keen interest in independent film

Preferred Skills (not essential)

- Basic knowledge of Adobe Photoshop or InDesign

- Basic knowledge of Adobe Premiere Pro
- Had creative work featured on a well known creative platform (ex. Adobe)
- Has spent time living in Canada and understanding culture
- Experience as an entrepreneur, running and marketing an independent business

How to Apply

To apply please send your CV to jobs@raindance.co.uk along with a marketing plan to promote either of the following.

- a. A festival film. The case of [The Planters](#) (Dir. Alexandra Kotcheff, Hannah Leder / USA 2019) winner of Best Film of the Festival at Raindance 2019.
- b. A film training course. Raindance signature course [Saturday Film School](#)

What you would do to raise awareness of the film or course and stimulate ticket sales? Think about how you would message the event, which platforms you would use - and how, outreach ideas, partnerships, promotions.

Application deadline Dec 2nd, 2020

