

Role Description (freelance)

Title:	BFI Musicals Marketing Campaign Coordinator
Reporting to:	Major Programmes Project Manager, BFI Senior Marketing Manager, ICO Marketing & Communications Manager
Location:	To work remotely, with access to London and Nottingham for meetings if required
Staff responsible for:	No Direct reports
Functional responsibility:	To support delivery of the National campaign for 'BFI Musicals' season across the Film Audience Network (FAN).
Hours worked:	Freelance – negotiable 3-4 days p/w during the period September 2019 – January 2020 to a maximum 65 days
Salary Grade	£150 per day, to a maximum fee of £9,750
Start date:	Preferred start date 16 September 2019

[About Film Hub Midlands](#)

Film Hub Midlands is a partnership between Broadway Cinema, Nottingham and Flatpack, Birmingham and is a driving force behind film culture in the Midlands. By providing funding and training, we aim to help more people in the region watch, make, and show films. We are part of the BFI Film Audience Network (FAN), which was set up in 2012, using funds from the National Lottery to support a stronger and more connected approach to growing audiences for British and international film on the big screen. Since 2018 Film Hub Midlands has led on BFI Major Programmes, delivering UK-wide film seasons and programmes.

[About Independent Cinema Office](#)

The Independent Cinema Office's mission is to develop an open, challenging and thriving film sector. We are the UK's national body that supports independent cinemas of all forms. We want everyone to have access to cinema that nourishes the soul and changes lives.

[About BFI FAN](#)

The BFI Film Audience Network is a unique collaboration of eight Film Hubs managed by leading film organisations across the UK. The Film Audience Network is at the heart of the BFI's latest strategy [BFI2022](#) which seeks to ensure the greatest choice of film is available for everyone.

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 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.

Purpose of Role

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

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 including projects funded via Film Hub Midlands and films toured by the ICO across the UK.

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 Musicals relating to outreach, creation or manipulation of digital assets, social media
- Creation of marketing assets where required using supplied components and brand guidelines

- Campaign impact tracking and reporting
- Assist in planning and executing marketing activity, as directed by Major Programmes Project Manager and ICO Marketing & Communications 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
- Outreach work within regions where screenings are taking place, to encourage more audiences to attend, for example making contact with local interest groups
- Collating and inputting evaluation data

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
- Public audiences are aware of and engage with the campaign; audience targets are met

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
- Enthusiasm for and 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 3-4 days per working week

- The post-holder will need to be able to work flexible hours, as occasional evening and weekend work is involved;
- We anticipate the post-holder will be based remotely at their own office or working space, with occasional supervision and access to resources at Broadway, Nottingham;
- 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 (not more than 2 sides of A4) to annabel@filmhubmidlands.org before the application deadline.

We will retain your personal information for not more than six months, in line with GDPR legislation and Broadway's privacy policy.

Deadline: 5pm Wednesday 7 August 2019
Interviews: Tuesday 13 August 2019 (London)
Start date: preferred start date 16 September 2019

For an informal conversation about the role contact annabel@filmhubmidlands.org