

**Job Description**

**GLASGOW FILM FESTIVAL DIGITAL & BRANDING COORDINATOR**

**OCTOBER 2024**



**GLASGOW FILM**

**GLASGOW FILM FESTIVAL DIGITAL & BRANDING COORDINATOR**

Dear Applicant,

Thank you for your interest in this role.

In this pack, you’ll find some background information about Glasgow Film, along with more detailed information about the role, a job description, a person specification, and broad terms and conditions.

If you’d like to apply for the post, please:

1. Complete our online application form by following this link

<https://forms.office.com/e/HQHLEcGTMG>

1. Complete the equal opportunities form by following this link:

<https://forms.office.com/e/QAMW9NRNpG>

Please note that, in line with our environmental policy, we are only handling applications electronically. The closing date is **Wednesday 13 November at 10am.** We will confirm we have received your application by e-mail.

We hope to hold interviews in person on 22 or 25 November. Please let us know, in your cover letter, whether you would be available for interview on those dates, so we can make arrangements for any short-listed candidates.

We look forward to hearing from you and thank you again for your interest.

Yours faithfully,

Lindsay Clydesdale

Glasgow Film Marketing Manager

**About Glasgow Film**

Our vision for Glasgow Film is an inclusive, collaborative space where audiences and communities can nurture their passion for cinema and film and be empowered through participation in our programmes. Everyone is welcome and everyone is included. This is ‘Cinema For All’.

Our mission is to provide 'Cinema For All'. We exist to celebrate the magic of film and nurture excellent independent cinema from across the globe. To do this we provide high-quality programmes of curated screenings, festivals, events and industry opportunities; we empower our communities to participate through education and outreach initiatives; and we develop sector leading equalities initiatives to ensure cinema is accessible, safe and welcoming for the widest possible audience.

**Our values are:**

Community

This means that we will value, nurture and grow the Glasgow Film community of film fans, staff, supporters, industry and young people. We will have a positive impact in our community and build meaningful relationships with local people and local organisations as well as national and international networks. We will prioritise equality of access and work to tackle the consequences of systemic racism and inequalities that negatively impact the screen sector and fair access to the arts and culture.

Authenticity

This means we are genuine, honest and transparent with our audiences, our stakeholders and with each other as colleagues. We will behave ethically, with purpose, mindfulness and integrity in our everyday activities. We will celebrate our important history and strong identity.  We know who we are, and our mission and purpose is clear.

Sustainability

This means we will future proof Glasgow Film for future generations through strong governance, expanding the diversity of our communities and reducing our carbon impact.  We will continue to learn how to work more sustainably and imbed good environmental practices across all areas of our organisation.

Glasgow Film is:

**Glasgow Film Theatre**

GFT has been leading the way in specialised cinema for over 50 years. Our three screens show 100% specialised titles, first run world and independent cinema, artists’ experimental work, issue based programmes, thematic seasons, repertory programmes, Scottish produced work, festivals, and a programme of event cinema and live broadcast.

We provide an independent film programme for diverse audiences, including specific community engagement and equalities driven initiatives. These initiatives include our flagship programmes Visible Cinema (D/deaf and hard of hearing audiences), Movie Memories (Dementia friendly) and Access Film Club (Autism friendly).

GFT thrives in a highly competitive Glasgow market for cinema by providing a clearly differentiated experience and programme.

**Glasgow Film Festival**

Glasgow Film Festival is dedicated to presenting the best new Scottish and international film, including feature films, specially commissioned work and special events. Our approach is 'up close and personal' where audiences and creative industry practitioners get the opportunity to meet filmmakers from around the world. We are passionate about cross sector collaborations and partnerships and our unique ‘pop-up cinema’ events are a model of innovative programming in their exciting use of different, vibrant venues across the city.

Our Industry Focus programme is at the heart of the festival, creating a bustling hub of activity for emerging and developing screen practitioners. This is where we forge connections, share fresh new thinking and nurture diverse filmmakers of tomorrow.

**Glasgow Film Learning and Youth Opportunities**

Glasgow Film works collaboratively with young people, teachers, our fellow film education organisations to provide a fun and relevant programme for ages 5-25. The programme includes free Saturday screenings for families all the way through to access the industry events. Glasgow Film Youth Board is made up of young people who have graduated from one of our programmes who curate our year-round programme of free monthly Youth Screenings. Glasgow Film is also the home to Glasgow Youth Film Festival where each year young people aged 15-19 co-curate the three-day festival.

By working with a range of outreach and recruitment partners we aim to ensure that young people from all backgrounds can access our opportunities.

**Film Hub Scotland**

Film Hub Scotland, part of the BFI’s Film Audience Network and is one of the eight Hubs across the UK with the aim of extending film choice, increasing audiences, and enhancing opportunities for audiences across Scotland to deepen their relationship with film.

**Equity, Diversity and Inclusion at Glasgow Film**

Glasgow Films’ commitment to equity, diversity and inclusion is clearly stated in our vision: Cinema For All. We have a proud history and track record of diverse programming, equalities driven partnership working and developing sector leading equalities initiatives (particularly for disabled audiences). Our flagship initiatives are informed by the views of those with lived experience.

We believe in and champion the progression of Article 27 of the Universal Declaration of Human Rights: that “everyone has the right to freely participate in the cultural life of the community, to enjoy the arts [...] and its benefits.” However, significant inequalities continue to exist in accessing, participating in and working in the arts and screen sectors which are symptomatic of wider societal inequalities. Glasgow Film understands that discrimination and inequality affect people in complex ways.

During our Anti-Racism Audit, we learned more about what we need to do to embed a more actively anti-racist and intersectional approach to all of our work; both internally (with staff and volunteers) and externally (with audiences and participants). We know that we still have a lot of work to do and our new Equalities and Anti-Racism Strategy (led by the Executive) will guide us as we drive forward these changes. Our Community Engagement activities play an important part in the success of our new strategy.

Information on our community engagement and flagship equalities initiatives can be found [here](https://www.glasgowfilm.org/community" \t "_blank).

Glasgow Film’s original commitments in response to Black Lives Matter can be read [here.](https://www.glasgowfilm.org/updates-on-black-lives-matter-commitments" \t "_blank)

Glasgow Film has an Equity, Diversity and Inclusion strategic plan and all departments must track and report on their progress.

Glasgow Film organises annual equalities training for staff and volunteers.

Glasgow Film has a Staff and Volunteers Diversity Committee which meets quarterly.

**GLASGOW FILM FESTIVAL DIGITAL & BRANDING COORDINATOR**

**Terms and Conditions**

Employer: Glasgow Film Theatre

Salary: £27,540 per annum (pro rata)

Term: Temporary contract December 2024 to 31 March 2025

Hours: 37 hours per week on average and as necessary to fulfil the scope of responsibilities within the post. This may involve some weekend and evening work.

Place of Work: 12 Rose Street, Glasgow / 131 Renfrew Street, Glasgow

Holidays: 20 days per year plus 11 currently recognised bank/public holidays (pro-rata).

Notice Period: During probation 1 week, after confirmation of post 1 month for both employer and employee.

Pension: This position will be part of Glasgow Film’s auto enrolment pension plan.

Right to work: The successful applicant will be required to provide documentation under the Immigration, Asylum and Nationality Act 2006.

References: Offers of employment are subject to the receipt of references that are satisfactory to Glasgow Film.

Start date: December 2024

Glasgow Film is an Equal Opportunities Employer and as such all positions will be offered to the candidate with the required skills for the post and without consideration to a candidate’s race, ethnic origin, nationality, religion or belief, sex, sexual orientation, gender reassignment, age, marital or civil partnership status or disability.

**JOB DESCRIPTION: GLASGOW FILM FESTIVAL DIGITAL & BRANDING COORDINATOR**

**Responsible to:** Glasgow Film Festival Marketing Coordinator

**Principle purpose of the post**

Promoting Glasgow Film Festival (GFF) via its branding and assets is integral to the engagement with and marketing of the festival and its many events.

This new role will have responsibility for leading on social media and niche marketing, ensuring the festival reaches a wide audience, and grows attendance and brand awareness. The post holder will also be responsible for delivering consistent branded assets for the festival venues and UK-wide partner cinemas.

Reporting to the GFF Marketing Coordinator, the post holder will work closely with colleagues in the festival and marketing teams to gather, create and plan social media content required for marketing the film festival’s programme of events and screenings.

Working with Glasgow Film’s Public Engagement Coordinator, the post holder will lead on niche marketing of the GFF programme, as well as gathering and organising assets for use in all marketing materials. As the lead festival contact for the GFF website, they will organise and plan content for the site and ensure it is maintained and up-to-date.

Working with the GFF Venue Operations Coordinator, the post holder will lead on gathering venue branding and asset requirements, commissioning them and delivering them.

The successful candidate will be organised, enthusiastic and creative, and confident using design software to create, edit and commission digital assets for use across GFF platforms, and be willing to provide ideas for growing the festival audience.

**Principle duties**

This job description describes the principal duties of the job at this time. It is a guide but is not intended to be all-inclusive. The post holder is expected to work flexibly and respond positively to changing business and customer needs.

* Lead on the social media marketing of GFF, building and delivering a strategy for all of our channels that increases engagement with the festival programme and brand awareness.
* Continuously improve social media impact by capturing and analysing the appropriate social data/metrics, insights and best practices, and applying the information to drive performance.
* Create and commission content including images and video for use on digital platforms.
* Provide engaging text, image and video content for GFF social media accounts that builds meaningful connections and grows the GFF community.
* Gather site-specific venue requirements for branded dressing and ensure assets are ordered and delivered by deadlines.
* Explore opportunities for branding of partner venues, suggesting solutions and creative ideas for different locations.
* Create a Partner Marketing Pack for GFF venues, partners, funders and partner cinemas.
* Work closely with marketing and festival colleagues, and other organisational stakeholders, to create and coordinate content.
* Regularly monitor the user engagement level and perform additional tasks such as identifying influencers for possible collaboration purposes.
* Ensure GFF is represented professionally on all digital platforms, that branding is correct and present, and GFF’s tone of voice is maintained across channels.
* Provide external partners with digital content and print assets as required.
* Create online content including festival web landing page updates, post blogs and news, and edit web stories and overall web content to ensure accuracy, clarity and consistency.
* Working with the Glasgow Film Public Engagement Coordinator, develop a database of local community and interest groups for niche marketing opportunities.
* Ensure relevant groups are informed of specific interest titles and special events.
* Research and develop new festival audiences.
* Monitor the festival’s venues for branding and assets to ensure displays are compliant and visible.
* Deliver an end of festival report that identifies progress/achievements and areas for development.

Other:

* Any other relevant duties as requested by the Marketing Manager and Festival Manager as and when appropriate
* To have a commitment to Equalities and Diversity
* To be committed to the company’s Environmental Sustainability policies
* To fully participate in company meetings and events when required
* To attend relevant training as and when required
* To help ensure Glasgow Film maintains an inclusive and positive organisational culture

**PERSON SPECIFICATION:**

|  |  |
| --- | --- |
| **KNOWLEDGE** | **ESSENTIAL(E) / DESIRABLE (D)** |
| An understanding of, and confidence in using, social media and the content to drive audience engagement. | E |
| Knowledge of film festivals and cinema culture. | E |
| Knowledge of Glasgow, arts and cultural sector and venues. | D |
| An understanding of, and commitment to, equal opportunities and making culture accessible to all. | D |
| **EXPERIENCE** | |
| Extensive experience in running social media accounts and creating engaging content. | E |
| Experience in scheduling content for different digital platforms. | E |
| Experience in planning and strategies for marketing a programme of events. | E |
| Understanding of visual digital content for successful promotion. | E |
| Confidence in working with external partners and stakeholders. | E |
| Experience uploading content to a CMS, maintaining and monitoring websites. | D |
| **SKILLS AND ABILITIES** | |
| Excellent administrative and organisational skills. | E |
| Excellent communication skills. | E |
| Design software experience in creating and editing assets for digital platforms. | E |
| Ability to manage multiple tasks calmly, prioritise and adapt to changing plans. | E |
| Willingness and ability to work flexibly, including long days and weekends on site in the period before and during Glasgow Film Festival. | E |
| Has a professional manner in representing GFF and adheres to organisational deadlines. | E |
| **PERSONAL QUALITIES AND ATTITUDES** | |
| Is committed to continuous improvement. | E |
| Has an interest in film, festivals and the arts. | E |
| Calm under pressure, and has a friendly and open attitude. | E |
| Confident, proactive and responsible in their approach. | E |
| Is thorough, reliable and pays attention to detail. | E |
| Is tactful, diplomatic and a supportive colleague. | E |
| Has a positive and enthusiastic attitude. | E |
| Can work well alone using own initiative, as well as collaboratively as part of a team. | E |