



JOB POSTING

MARKETING DIRECTOR

Employment Type: Full-time, permanent employee

Start Date: November 12, or as negotiated

Hours: Work schedule is typically Monday through Friday. Involves some evenings and weekends, especially during the festival.

Reporting to: Executive Director

Supervising: A small team of part-time/seasonal staff and volunteers

Salary/fee: Commensurate with experience

The Calgary International Film Festival's Mission

To entertain and engage audiences by curating the most innovative and compelling films, and creating remarkable festival experiences.

The festival is a 12-day showcase of up to 200 multi-genre films from Canada and over 40 other countries, hosting gala events, screenings, award ceremonies and special presentations. Additionally, the festival co-presents other programs, such as Doc Soup, throughout the year.

Role

The Marketing Director is part of the organization's leadership team and contributes to planning across the organization; but more specifically is responsible for developing and executing strategies to raise the profile, grow the audience and resulting revenues, and develop the festival brand and year-round activities.

Responsibilities include:

Planning

- Design and implement marketing strategies aligned with the organization's strategic plan
- Develop and implement annual marketing campaigns and special projects aligned with the above strategies
- Develop and execute the marketing plan
- Develop and oversee the digital platform and website
- Develop marketing and media partnerships in collaboration with the Development department

Brand and Campaign

- Develop and maintain the brand system
- Oversee the creative agency/graphic designer to define and plan key art and other campaign elements
- Plan and execute the design, production and proofing of the printed collateral
- Plan and execute the design and production of the festival final report
- Plan and execute all promotional events according to the annual campaign

Customer Research and Management

- Expand and improve the customer database
- Plan and implement audience and market research
- Compile and analyze sales and audience data to measure performance and assist in future planning

Ticketing and Box Office

- Plan and manage all ticketing and box office operations for the festival and year-round events
- Select and manage the festival's ticketing system (3rd party platform)
- Define and execute all ticketing products and related strategy

General

- Ensure that all marketing and communications activities, as well as ticketing and box office activities, are executed within prescribed budget and timelines
- Hire and manage departmental staff and contractors
- Be actively engaged on-site during the festival to ensure execution of all marketing, promotion and media strategies are successfully implemented
- Work with the Volunteer Coordinator to ensure the appropriate number of qualified volunteers to support the department's activities, and ensure oversight and management of those volunteers
- Provide detailed post mortem notes and archived files (hard and electronic), and contribute to post mortem analysis annually

Qualifications:

Education

- Relevant post-secondary education, including degrees and/or certificates in communications, marketing, PR and/or journalism

Experience

- At least 5 years of experience working in marketing and/or communications
- Developing strategic communications and marketing plans for a budget of at least \$100,000
- Overseeing business social media accounts, creating e-newsletters, managing websites, writing press releases, and developing engaging written content such as blogs, articles and reports
- Planning and executing digital ad buys
- Professional experience managing a team, both staff and volunteer
- Demonstrated working knowledge of Calgary's arts community, media, film and/or festivals is an asset

Competencies

- Proven management and leadership capabilities
- Exceptional communication skills - verbal, written and visual
- Ability to create, manage and coordinate all marketing activities
- Knowledge of current trends in digital and traditional advertising
- Ability to analyze, monitor and quickly adapt strategies in response to changes in the media landscape
- Creative vision for developing revenue and sales strategies
- Understanding of customer motivations and audience research
- Proficiency in standard Microsoft Office software applications and in the Adobe Suite

Personal Attributes

- Outstanding collaborator and team player
- Strategic and high-level planner
- Creative and adaptable
- Initiative to lead and motivate a team of creatives
- Highly organized and detail oriented
- Proactive initiative-taker and multitasker
- Strong time management skills and the ability to manage multiple priorities concurrently
- Reliable, hardworking and resourceful
- An agile problem solver

To Apply

Email a resume and cover letter **in a single document** to hr@calgaryfilm.com **no later than 4:30 pm, Thursday, September 13, 2018**. Please use "Marketing Director" as the email subject line. We thank everyone who applies for their interest, but only applicants selected for an interview will be contacted. No phone calls, please.