



Project: SQIFF 2019

Job title: Marketing Coordinator

Contract details: Freelance, 90 hours, 15th July to 7th October 2019

Fee: £1620 (90 hours @ £18/hour)

Reports to: Festival Coordinator

Role description

Context

Scottish Queer International Film Festival (SQIFF) provides audiences in Scotland with an in-depth and inclusive opportunity to engage with LGBTQIA+ cinema and related art forms. Our priorities are a community focus and removal of barriers differing audiences face in accessing film culture. SQIFF 2019 takes place 2nd to 6th October in Glasgow.

Purpose of role

The Marketing Coordinator will manage production, distribution, and sales of print marketing materials, merchandise, and signage for SQIFF 2019.

Responsibilities

- 1) Liaise with the Festival and Sponsorship Coordinators and Designer to ensure print marketing materials are delivered on time and to requirements;
- 2) Liaise with printers and suppliers to ensure timely delivery of print marketing materials;
- 3) Oversee distribution of print marketing materials including brochures, posters, and flyers, maximising the potential for visibility and readership;
- 4) Oversee creation of Festival trailers and liaise with the PR Coordinator on their online distribution and with the Technical Coordinator on their exhibition during the Festival;
- 5) Liaise with Designer and suppliers to ensure timely delivery of Festival merchandise;
- 6) Oversee merchandise display and sales during the Festival, ensuring visibility and maximising sales potential;
- 7) Oversee visibility of marketing materials during the Festival, for example, placement of pop-up banners and gobo;
- 8) Produce signage for the Festival and oversee its display;
- 9) Report on progress at Festival team meetings, feeding into the overall Festival planning process;
- 10) Contribute to post-festival debrief, providing constructive feedback and suggestions for improvement.