



SCOTTISH
QUEER
INTERNATIONAL
FILM
FESTIVAL

SQIFF 2019

Job title: Social Media Assistant

Contract details: Freelance, 90 hours, Monday 26th August to Monday 7th October 2019

Fee: £1125 (90 hours @ £12.50/hour)

Reports to: PR 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 Social Media Assistant will work with the PR Coordinator to create an innovative social media campaign - including use of Facebook, Twitter, and Instagram - to publicise the SQIFF 2019 programme to potential audiences.

Responsibilities

- 1) Work with the PR Coordinator to plan and carry out an innovative social media campaign to publicise the Festival and engage audiences in the lead-up;
- 2) Provide live coverage on social media of specific events;
- 3) Liaise with the PR Coordinator to ensure the online marketing requirements of funders, partners, and sponsors are met;
- 4) Liaise with the festival team to ensure SQIFF's outlook and ethos is maintained in online communications;
- 5) Report on progress at Festival team meetings, feeding into the overall Festival planning process;
- 6) Contribute to a post-Festival debrief session, providing constructive feedback and suggestions for improvement.