



MARKETING AND DEVELOPMENT MANAGER

**Information Pack
December 2020**

We are seeking a dynamic, experienced and motivated Marketing and Development Manager to join our growing team at a senior level. This contract is offered on a three-year fixed term basis from February 2021.

Cork International Film Festival - Marketing and Development Manager

MARKETING AND DEVELOPMENT MANAGER

JOB DESCRIPTION

December 2020 (Salary Range €40,000 - €45,000)

Reporting to:	Festival Director and CEO
Key Internal Relationships:	Board Development Committee Marketing Assistant Programming Team Administrator
Key External Relationships:	Funders and Stakeholders Sponsors and Partners Media Partners PR Company Suppliers (Web and Graphic Designers, etc.)

Background:

Cork International Film Festival's mission is to present Ireland's most exciting, diverse, and ambitious annual film festival, connecting and stimulating audiences and artists through a carefully curated selection of the best films, to create a unique shared cultural experience, rooted in Cork, open to the world.

With our legacy and history over 65 years, as Ireland's first film festival, we are the festival that is not afraid to innovate, disrupt and adapt. Our vision is for a film festival recognised and respected around the world for its record of launching and nurturing the careers of the film-makers of tomorrow. We want to be the festival of choice in Ireland for filmmakers to premiere their films.

Film plays a uniquely powerful role in inspiring and uniting people across borders and differences allowing us to empathise with the experiences of others and discover new cultures. It is a safe space to step out of your comfort zone, learn surprising things and dare to experience something new and unexpected. As importantly, it is also a place of laughter, playfulness and memorable shared good times.

Our dedicated and experienced programming team finds the best new films to share with our audience in carefully crafted and curated programmes. We take pride in showing the many faces of cinema, during the Festival and year round through our innovative education, outreach and audience engagement programmes.

In 2020, in an imaginative response to the exceptional Level 5 Covid-19 pandemic lockdown restrictions, we delivered a highly successful Digital Festival on our new Digital Platform, extending audience engagement nationwide and achieving our strategic objectives across all areas: art, audience and resources.

Role:

We are seeking a dynamic, experienced and motivated Marketing and Development Manager to join our growing team at a senior level. This job description provides an outline of the key day-to-day duties and responsibilities of the role, which range across: relationship management; institutional and programmatic marketing; digital marketing; fundraising; sponsorship research, cultivation and activation; and membership and event coordination.

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Development:

- Nurture a culture of fundraising as part of the Festival's ethos, achieved through the management of an effective support structure to deliver on the Festival's strategy and ambitions.
- Implement and update the Development Plan to deliver key objectives of the Festival's Strategic Plan, with the support of the Board Development Committee.
- Increase income generation and diversify funding streams to support the Festival's artistic ambitions across an exciting portfolio of programmes. These include:
 - the core Festival film programme, schools, family, special and cine-concert events, outreach, Illuminate (film and mental health), cultural partnerships (e.g. National Sculpture Factory co-commissions)
 - year-round activities e.g. CIFF online shorts library, CIFF Film Club
 - ongoing strategic activities: *Intinn* outreach project, Digital Archive, *Ignite* documentary talent development programme
- Cultivate and secure meaningful corporate partnerships and sponsors, supported by rigorous research, an active pipeline and high quality collateral and proposals.
- Effectively service external relationships to foster and sustain positive and mutually rewarding partnerships with corporate partners, sponsors and philanthropic supporters, increasing revenue.
- Manage and expand the existing Friends' and Corporate Membership Scheme, and increase income through targeting new members and bespoke cultivation events.
- Establish a new Major Donor scheme, stewarding existing Festival contacts and cultivating new patrons and ambassadors.
- In consultation with the CEO and Administrator, prepare annual and project funding grant applications and proposals, including research, data collation, and reports.
- Achieve the agreed annual fundraising target generated through fundraising activities.
- Develop and manage the range of budget-relieving Gift in Kind partnerships to support Festival activities (e.g. Venue and Hotel Partners).
- Effectively manage internal relationships, liaising between programming team, marketing, admin and finance to successfully deliver fundraising activities.
- Proactively engage with and support the Board Development Committee and enable them to become powerful spokespeople and ambassadors for the Festival.
- Efficiently manage the administrative functions associated with the role including detailed and on-time reporting (bi-monthly Board/committee report); servicing of relationships, pitch documents and applications.
- Support the work of the CEO and undertake any other tasks as may be deemed reasonable and appropriate.

Marketing:

- Implement and update the Festival's Marketing Strategy, utilising a range of disciplines including direct marketing, advertising, promotions and digital marketing etc.
- Manage the Festival's planned Brand Review as part of our capacity building programme in 2021, including consultation with stakeholders, Board, and external agencies.
- Manage ongoing Digital Marketing activity to successfully deliver the Festival's digital strategy and support the development of the new Digital Platform, engaging new audiences and partnerships.
- Oversee the design and delivery of Festival assets, on time and within budget, in particular contributing to the coordination of the Festival Brochure, liaising with content providers.
- Manage the content for the Festival's website and digital streaming platform, including programme upload and updates, liaising with third party suppliers (e.g. web designer, ticketing software).

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- Manage the Festival's digital marketing and online presence year-round, including e-newsletters and social media updates, and build the Festival's online presence across partner and industry sites.
- Manage the delivery of specified box office targets and audience reach across the full range of the Festival's activities, supporting the Box Office team to ensure that information is provided, campaigns are coordinated, and an excellent customer service experience is delivered on a consistent basis.
- Manage the Publicity Manager and the Festival's PR company to support their activities to maximise opportunities for the Festival to develop its relationships with the media.
- Champion the consideration of audience development and engagement in relation to Festival programming and public affairs.
- Ensure that the Festival's objectives and activities are communicated effectively to the public and key stakeholders, maximising the profile and patronage of the Festival as a leading cultural event in Cork and Ireland.
- Ensure that analysis and measurement of all activities are undertaken and reported on, as required for detailed post-Festival reporting, and year-round.
- Manage the seasonal marketing personnel and contractors and oversee the marketing support provided by the Administrator and Administrative Assistant year round (funding permitted, a Marketing and Development Officer will be recruited in 2021).

Contract Terms and Application:

Based at the Festival's central Cork City offices, (currently remote working with planned remote/staggered return in 2021), this contract is offered on a three-year fixed term basis, with a six month probation period, and with an option to extend.

Please send your CV and a covering letter of no more than three pages outlining your interest and suitability for the role. Email to jobs@corkfilmfest.org, with **Marketing and Development Manager** in the subject line.

The closing date for applications is **Friday, 15th January 2021, 5.00pm.**

First interviews will take place 21st January 2020. Short-listed candidates will have the opportunity to speak with the CEO in advance of the interview.

Thank you for your interest in this role and we look forward to receiving your application.