

LPFF MARKETING MANAGER ROLE DESCRIPTION



Role: To deliver a high-quality marketing campaign for Leeds Palestinian Film Festival 2022

Timescale: Late August until early December 2022

Fee: £1,500

Main Duties

- Plan and deliver a marketing campaign for the 2022 LPFF Film Festival
- Produce and promote publicity that will engage local and national audiences for a range of live and on-line events
- Post engaging content specific to each platform regularly across all three social media channels (Facebook, Twitter and Instagram) at the most effective times
- Create posters and leaflets for local events as required
- Research groups and organisations to create links with, to encourage the promotion of Leeds PFF films through retweets and shares
- Maximise the use of Palestinian support groups and film group networks to promote LPFF Film Festival
- Make effective use and expand LPFF mail chimp data base
- Co-ordinate and support volunteer contributions into the marketing campaign ensuring high quality output , recruit additional volunteers, provide coaching and mentoring as required
- Provide a regular report to inform the LPFF Directors of work completed and planned, attending LPFF meetings as needed
- Respect the editorial control of Directors for the text for the LPFF website and all Mailchimp mailings
- Provide LPFF with a final marketing report

Main Person Requirements

- Ability to effectively promote events across all media channels
- Well networked in the film world
- Experience in planning and delivering high quality marketing campaigns
- Good design skills
- Experience of working with volunteers
- Effective communication, reporting and writing skills
- Ability to work flexibly and to short deadlines
- Interest in and some knowledge of Palestine
- Desirable , but not essential to be located in or near Leeds
- Desirable , but not essential to speak Arabic