



ROLE TITLE	Marketing Assistant
REPORTS TO	Marketing Coordinator

ORGANISATION OVERVIEW
Adelaide Film Festival (AFF) is South Australia's premier screen event and one of Australia's leading film festivals. It's a celebration of courageous cinema where filmmakers and audiences come together for two weeks of local and international film premieres, art, talks and parties in October. Named as one of the top 50 film festivals in the world by Variety, AFF has a reputation for being distinct and innovative. AFF screens features, shorts, documentaries and moving image projects you can't see anywhere else — from both emerging and established Australian and global talent. Alongside the festival AFF manages an Investment Fund and hosts regional initiatives, a film club, an educational AFF Youth program, a filmmaker and artist development EXPAND Lab, and other experiences that help people see the world in a totally new light.
MISSION STATEMENT
• To present a festival which celebrates and explores contemporary Australian and international screen culture with a unique program of screenings and special events, which aim to increase audience knowledge and participation • To increase and stimulate innovative and new screen production through the provision of equity finance for work premiering at the festival. • To raise the profile of arts and screen culture in South Australia for audiences and practitioners.
VISION STATEMENT
Vision 1: To deliver a distinctive festival, unique in the landscape of Australian film festivals, which integrates with the existing calendar of successful South Australian cultural festivals. Vision 2: To attract complementary arts and cultural events and partnerships to raise the profile of the State and festival and extend opportunities for the local industry. Vision 3: To use the Fund to capitalise on local and national creative strengths in order to: • _boost production in the State • _increase business and employment opportunities in the State • _enhance the State's national and international reputation as a centre of independent filmmaking. Vision 4: To create, market and present a challenging and distinctive screening program, accompanied by a substantial forum program, which profiles and explores key program themes and approaches to screen practice. Vision 5: The festival will be relevant to both the general public and the industry, attracting a broad audience demographic and introducing this audience to innovative areas of screen practice. Vision 6: To reflect current and future trends in the film and screen-based industries.



Vision 7: To present a film festival and associated events which consistently meet audience and financial targets.

STRATEGIC PILLARS

Please refer attached.

ROLE PURPOSE

The Marketing Department is responsible for management of Adelaide Film Festival's brand, audience development, strategic communications, advertising campaigns and digital activities.

Reporting to the Marketing Coordinator and working closely with the Marketing Lead and Content Creator, the Marketing Assistant will provide practical and administrative support across Adelaide Film Festival's marketing activities. This includes marketing administration tasks and assisting with monitoring active campaigns, campaign and partnership tracking, audience and performance tracking, niche marketing research and content capture. Joining the team shortly before the Festival, the Marketing Assistant will need to learn established systems quickly, complete assigned tasks accurately and contribute flexibility in a busy festival environment.

KEY RESPONSIBILITIES

- Provide practical and administrative support to the Marketing team in the lead-up to and during the festival
- Assist with researching niche audiences, community groups, organisations and networks relevant to specific films, screenings and festival initiatives
- Assist with maintaining marketing schedules, campaign trackers, task lists and festival reporting records
- Assist with data entry
- Assist with maintaining accurate partnership deliverable records and updating AFF's proof-of-posting folders with screenshots, links, photographs and other supporting evidence
- Assist with preparing targeted outreach contact lists and, where directed, distributing approved communications and reporting responses or follow-up requirements to the Marketing Coordinator
- Support the Content Creator with preparing for and capturing photo, video and social media content at screenings and events
- Assist with resizing approved images or preparing simple content assets, using pre-made templates
- Assist with live Instagram story coverage at selected events under the guidance and approval of the Content Creator
- Assist with proofreading and checking accuracy of marketing content
- Assist with maintaining organised content, asset and archive folders using established file naming and processes
- Provide flexible support across other marketing activities as required during the Festival period

Key Relationships

- Marketing Lead (Contractor)
- Marketing Coordinator
- Content Creator
- Programming, Box Office, Development and Partnerships and Events teams
- Interns

CAPABILITIES REQUIRED

Technical

- Strong administrative and organisational skills, including the ability to maintain accurate trackers, records and shared folders
- Confidence using Microsoft Word, Microsoft Excel, Microsoft Outlook, Microsoft Teams and SharePoint (or equivalent).
- Ability to accurately collect, enter and update marketing and audience data



- Familiarity with business use of social media platforms, including Instagram, Facebook and TikTok
- Strong written communication, research and information-checking skills
- Ability to learn new digital and internal systems quickly
- Understanding of fundamental marketing and communication principles across digital, print and social media
- Experience using Meta Business Suite, Mailchimp, Letterboxd or website analytics is desirable but not essential
- Experience using Adobe Creative Suite, particularly Photoshop, to complete simple image resizing or formatting tasks is desirable but not essential

Personal

- Highly organised, reliable and attentive to detail
- Strong interpersonal and communication skills
- Positive and collaborative approach to working as part of a busy team
- Adaptable when priorities change
- Strong time-management and problem-solving skills
- Comfortable receiving direction and able to communicate workload, progress and competing priorities clearly
- Able to learn quickly and contribute effectively within a short and fast-paced Festival delivery period
- An interest in film, screen culture, festivals, arts or entertainment is desirable.

Experience

- Some experience supporting marketing, communications, administration, content creation or events
- Experience maintaining records, spreadsheets, project trackers or shared digital filing systems
- Experience creating or editing basic content for digital or social media channels is desirable
- Experience working in a busy environment with changing priorities and deadlines is desirable

Qualifications:

- Preferred: Currently studying or completed a tertiary qualification, preferably in a marketing, communications, media, screen, events or a related discipline
- Equivalent relevant practical experience will also be considered

WORKING CONDITIONS

- The principal office is located at the Adelaide Studios however a 'pop up' production office will be established in the CBD for the duration of the festival.
- Out of hours work will be required, determined by event requirements.
- Flexibility in respect of working hours, especially during the Festival period and in the lead up to it.
- It is a requirement that all staff comply with AFFs policies and procedures (provided upon induction)



AFF: STRATEGIC PILLARS

