



ROLE TITLE	Marketing Content Creator
REPORTS TO	Marketing Manager

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 AFF Investment 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 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.

ROLE PURPOSE

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

In consultation with the Marketing Manager and Marketing Coordinator, the Content Creator will assist in the creation and implementation of content across Adelaide Film Festival's channels, including the website, app, print program, email newsletters, cinema venues and social media accounts.

KEY RESPONSIBILITIES

Content creation

- Creating high quality communications content for use on social media, website, email newsletters, cinema screens and more.
- Working with creative agencies, freelance contractors and AFF staff on graphic design, copywriting, photo, video, audio, and animation.
- Assist with the collection and editing of film marketing assets.
- Capturing social media content at films and events.

General marketing

- Assist with the implementation and monitoring of digital and social media channels, including website, email newsletter, Instagram, Facebook, TikTok, X, Letterboxd, YouTube, LinkedIn and more.
- Supporting with the delivery of assets to publicity, partners, cinemas, and venues.
- Assisting with the direct marketing program — contacting local audiences, filmmakers and organisations.

Key relationships

- Marketing Manager
- Marketing Coordinator
- Publicist
- Brand Agency
- Website Agency
- Photographers and Videographers
- Media Partners
- Programming, Box Office, Development and Events teams
- Interns



CAPABILITIES REQUIRED

Technical

- Understanding of marketing and communications across different media.
- Advanced content creation and computing skills: demonstrated knowledge of applications such as Adobe Creative Suite, Microsoft Office Suite, Google Workspace, Mailchimp, Meta Business Suite and other content management systems.
- Effective social media use and creativity.
- Copy writing, grammar, and punctuation.
- Research and critical thinking skills, preferably in relation to films and the film industry.

Personal

- Great interpersonal and communication skills.
- Passionate about the delivery of successful, impactful events, that can change lives, touch hearts, build community engagement and entertain.
- Personal qualities of energy, initiative, commitment to teamwork and collaboration and respect for others.
- Demonstrates judgment, to make sound decisions based on business needs, acting to ensure results meet organisational expectations and measures.
- Positive, energetic team member.
- A quick learner with a good eye for detail.
- Efficient and patient.
- Excellent time management and problem-solving skills, enjoys a challenge.
- Punctual and reliable.
- Ability to think conceptually and creatively.
- Ability to prioritise workloads and meet competing deadlines.

Experience

- Experience creating content and assisting with marketing communications campaigns.
- Ability to build collaborative relationships with a wide range of internal and external partners and contributors.
- Experience working and making decisions in high pressure and busy environments with competing deadlines.
- Demonstrated experience managing and creating digital content.
- Experience working in a festival or arts environment is desirable.
- Experience, understanding and a passion for films and the film industry is desirable.

Qualifications:

- Relevant tertiary or vocational qualifications.

WORKING CONDITIONS

- Out of hours work will be required.
- Flexibility in respect of working hours, especially in the lead up to and during the festival.
- Comply with all internal office procedures, including purchase orders, budget monitoring and management, work health safety, and administration processes.