

## Virginia Film Festival

# 2018 Communications Manager

This seasonal position will report directly to the Managing Director, and dates of employment will run from August 20, 2018 to approximately two weeks after the Festival ends on November 4, 2018. The position would start by working 32 hours per week in August and increase to 40+ hours per week by September 10 through November. Due to the nature of this position, there will be periods of time leading up to and during the VFF which it will be necessary to work overtime, nights, and weekends. This position will be hired through UVA temp services and paid an hourly rate to be informed by the individual's experience. Overtime worked will be compensated with overtime pay.

### Areas of responsibility include

#### Marketing & Social Media

- Create and implement a strategic and targeted community and student outreach campaigns
- Create and implement social media campaign using Facebook, Instagram, Twitter, etc
- Assist in collecting box office data and producing ticket sales reports, and responsively adjusting plans and campaigns as needed

#### Copywriting & Communications

- Research, write, and proof copy for film synopsis, guest bios, and other promotional copy
- Write and edit content for the Festival's website, printed Program, and At-A-Glance guide
- Write and send e-newsletters during the Festival season
- Draft and edit print, radio, and TV ad copy
- Support the production of the VFF's commercial, trailer, and pre-screening scroll
- Assist in maintaining the Festival's website: upload photos, content, schedule, ticketing info, etc

#### Media Relations

- Assist Publicist in organizing press conferences, live remotes, press credentials, and other press communications
- Manage the production and distribution of press badges and tickets, kits, images, posters, and screeners of films
- Assist in scheduling and overseeing live and recorded interviews with visiting guests artists and stakeholders

#### Other Duties

- Work with publicity and marketing interns to implement the plans, campaigns, and promotional efforts described above
- Identify, plan for, and represent the Festival at events, fairs, and other public promotional opportunities.
- Create simple graphics and promotional materials such as flyers, handbills, banners, etc
- Help to plan and execute special events, to include parties, press events, etc
- Maintain publicity + marketing archives
- Maintain post-Festival attendance reports

## General Expectations and Requirements

The VFF's Communications Manager is a pivotal member of the Festival core staff. The position will be included in all general staff, senior staff, and programming team meetings and will be expected to represent the Festival to the University and local communities with the utmost professionalism.

### Required Knowledge, Skills and Abilities:

- Experience in promoting arts, cultural, or other events
- Experience creating successful social media campaigns
- Must have strong written and verbal communication skills and demonstrated experience in writing and communicating through a wide variety of mediums
- A working knowledge of UVA and local community groups, contacts, organizations, companies, and the overall arts and cultural scene
- Organization skills, attention to detail, and problem solving skills are essential
- Must have excellent interpersonal skills and the ability to work effectively within a culturally diverse environment
- Must also possess the ability to adapt quickly and work well under pressure; the skills to multitask frequently and meet tight deadlines; a history of working well in teams; and the drive to develop and execute plans with little oversight
- Expert knowledge in the following computer applications is required: MS Word, Outlook, Excel

### Preferred experience, skills, and interests:

- Working knowledge of the film industry
  - A passion for the arts and film
  - Experience in coordinating and organizing arts/film events, programs, and/or screenings
- Working knowledge in the following computer applications is preferred: Adobe Photoshop, Illustrator, WordPress

Ready to apply? Please email a cover letter, resume, and a current writing sample to VFF Managing Director Jenny Mays at [jmays@virginia.edu](mailto:jmays@virginia.edu).