

Virginia Film Festival

2021 Communications Coordinator

Pay Rate: \$15/hour

Hours/Week: 20-40

of Weeks: 13

Contract Dates: 8/16/21 – 11/8/21

Format: Remote until in-person permitted by UVA (exact timing TBD)

Supervisor: Jenny Mays

The VAFF's Communications Coordinator will work with Festival staff to plan and implement paid advertising, outreach marketing, and social media campaigns around the 5-day Festival and will also support media relations, copywriting, box office reporting, and website maintenance. This position is a pivotal member of the Festival core staff; 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, as well as to industry guests with the utmost professionalism.

The Communications Coordinator will report directly to the Managing Director, and dates of employment will run from the week of August 16 through the week of November 8, 2021. The position will start by working 20 hours/week for the first ~4 weeks and increase to 30-40 hours/week in week 5 through the end of the contracted period. This position will be hired through UVA Temp Services and paid an hourly rate to be informed by the individual's experience. Due to the nature of this position, there will be periods of time leading up to and during the VAFF which it will be necessary to work overtime, nights, and weekends. Overtime worked will be compensated with overtime pay.

Areas of Responsibility

Marketing & Social Media

- Create and implement inclusive marketing campaigns, targeting local and UVA communities.
- Create and implement social media campaigns, including content creation and paid campaigns.
- Assist in analyzing box office data and responsively adjusting plans and campaigns as needed.
- Work with student interns to implement targeted marketing and social media campaigns.
- Track all marketing initiatives and their estimated reach/impressions.

Media Relations

- Assist in organizing and scheduling press conferences, live remotes, and interviews.
- Support communication to press, including the distribution of credentials, tickets, press kits, images, and screeners.

Copywriting & Communications

- Research, write, and proof copy for film blurbs, guest bios, and other promotional copy.
- Write and edit copy for the Festival's website, e-newsletters, and paid radio, print, and TV ads.
- Support the production of the VAFF's commercial, trailer, and pre-screening scroll.
- Assist in maintaining the Festival's website: upload photos, content, schedule, ticketing info, etc.

Other Duties

- Identify, plan for, and represent the VAFF at events, fairs, and other promotional opportunities.
- Create print and social media graphics that are in-line with VAFF brand.
- Help to plan and execute special events.
- Maintain publicity + marketing archives.
- Create and maintain post-Festival attendance and impact reports.

General Expectations and Requirements

Required Knowledge, Skills, and Abilities

- Experience in promoting arts and/or cultural other events.
- Experience creating engaging and creative social media content and campaigns.
- Strong communication skills and demonstrated experience in writing and communicating through a wide variety of mediums to a wide variety of audiences.
- A working knowledge of UVA and local communities and the overall arts and cultural scene.
- Organization skills, attention to detail, and problem solving skills are essential.
- Excellent interpersonal skills and the ability to work effectively within a culturally diverse environment.
- Ability to adapt quickly, work well under pressure, multitask frequently, and meet tight deadlines.

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.

About the Virginia Film Festival

The Virginia Film Festival is a program of the University of Virginia, with support from the Office of the Provost and Vice Provost for the Arts. Each fall, we welcome over 150 guests and screen nearly 200 films, exhibiting at both virtually and in venues on UVA grounds and in the surrounding community over the five days of the Festival. The VAFF will celebrate its 34th year on October 27-31, 2021.

To Apply

Email a cover letter, resume, and references to VAFF Managing Director Jenny Mays at jmays@virginia.edu with the subject line **[Your Name] - 2021 VAFF Communications Coordinator Application**.