

Virginia Film Festival 2020 Communications Coordinator

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 10 to November 6, 2020. The position would start by working approximately 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 targeted community outreach campaigns
- Create and implement social media campaigns
- Assist in analyzing box office data and producing ticket sales reports, and responsively adjusting plans and campaigns as needed
- Work with student publicity interns to implement the plans, campaigns, and promotional efforts described above
- Track all marketing initiatives and their estimated reach/impressions

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 VAFF'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

- 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

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

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 screens nearly 200 films, exhibiting at 7 screening venues on UVA grounds and in the surrounding community over the five days of the Festival annually. The VAFF will celebrate its 33rd year on October 21-25, 2020.

To Apply

Email a cover letter, resume, and a current writing sample to VAFF Managing Director Jenny Mays at jmays@virginia.edu with the subject line **[Your Name] - 2020 VAFF Communications Coordinator Application**.