

## **Virginia Film Festival**

# **2026 Marketing Coordinator**

Pay Rate: \$20/hour

Hours/Week: 20-40+

Contract Dates: 8/17/26 – 11/6/26

Format: In-Person

Supervisor: VAFF Marketing Manager

The VAFF's Marketing Coordinator will work with Festival staff to plan and implement social media and targeted marketing 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.

This position will report directly to the Marketing Manager, and dates of employment will run from mid-August to approximately two weeks after the Festival ends. The position will work ~20 hours per week until September 4 and increase to 40 hours per week starting the week of September 7. Due to the nature of this position, there will be periods of time leading up to and during the VAFF during which it will be necessary to work overtime and on weekends. Overtime worked will be compensated with overtime pay. This position will be hired through UVA Temp Services.

## **Areas of Responsibility**

### **Marketing & Social Media**

- Create and implement social media campaigns, including content creation and paid campaigns.
- Create and implement targeted marketing campaigns, aimed at reaching local and UVA communities and including the distribution of flyers, posters, and coasters as well as email outreach campaigns.
- Assist in analyzing box office data and responsively adjust 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**

- Support communication to press, including the distribution of credentials, tickets, images, and screeners.
- Help plan, market, and execute ticket giveaways with media organizations and other partners.

### **Copywriting & Communications**

- Research, write, and proof copy for film blurbs, guest bios, and other promotional copy.
- Write and edit copy for VAFF'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 VAFF'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.

## Required Knowledge, Skills, and Abilities

- Organizational and problem-solving skills as well as a high-level of attention to detail are essential.
- Experience in promoting arts and/or other cultural events.
- Experience creating engaging, creative, and polished social media content and campaigns.
- Graphic design and video editing experience.
- Strong written and verbal communication skills and demonstrated experience in writing and communicating through a wide variety of media to a wide variety of audiences.
- 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.
- *1-2 years of relevant experience and/or coursework.*

## Preferred Experience, Skills, and Interests

- Working knowledge of the film industry.
- A passion for the arts and film.
- A working knowledge of UVA and local communities and the overall arts and cultural scene.
- Experience in coordinating and organizing arts/film events, programs, and/or screenings.
- Working knowledge in the following: Adobe Photoshop, Canva, 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 100 guests and screen over 100 films on UVA grounds and in the surrounding community over the five days of the Festival. The VAFF will celebrate its 39th year from October 21-25, 2026.

**To Apply:** Applications will be reviewed on a rolling basis, and interviews will be scheduled only with top candidates. To apply, please email cover letter, resume, work samples, as well as contact information for at least 3 references to [jmays@virginia.edu](mailto:jmays@virginia.edu) with the subject line: **Application: VAFF 2026 Marketing Coordinator.**