



Welcome to our information pack for the post of:

Festival and Venue Marketing Advisor

The following information is provided to assist your application. Information about the BFI can be found at our website: www.bfi.org.uk with information specifically about job vacancies at www.bfi.org.uk/about-bfi/job-opportunities

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Welcome to our information pack for the post of:

Festival and Venue Marketing Advisor

Thank you for your interest in the post. I hope that you find this information pack helpful and we look forward to receiving your application. The successful applicant will be joining the BFI at a hugely important and pivotal time. The post of Festival and Venue Marketing Advisor will play a crucial role to ensure our success going forward.

1. How to Apply:

To apply please click the *Apply Online* button and complete our online application form, including a supporting statement regarding what you bring to the role and how you meet the criteria of the person specification. This includes our equality & diversity monitoring form.

You will not be able to upload additional documents as part of the online application process so please ensure all information requested is included clearly.

Please submit your online application by 7 December 2017

First interviews will be held 14 & 15 December 2017

Second interviews will be held 20 December 2017

If you have any questions or want to discuss the post please contact me on 0207 815 1428 or melissa.byrd@bfi.org.uk.

Again, many thanks for your interest and I look forward to receiving your application.

Melissa Byrd
Festival Marketing Manager

2. Job Advert

BFI Festival & Venue Marketing Advisor

Salary £28,767 - £33,657

We are looking for a Festival and Venue Marketing Advisor to develop and implement marketing campaigns for the BFI London Film Festival (LFF), BFI Flare and BFI Southbank programmes.

This is an exciting opportunity to work in a dynamic and fast-moving environment, across a wide variety of campaigns, promoting both contemporary and classic cinema. The role will involve devising and implementing cross-channel marketing campaigns for BFI Festivals, BFI Southbank and BFI Membership, as well as leading on audience development initiatives to reach under 25's. Developing and managing partnerships with external organisations will be a key element of the role.

The ideal candidate will be educated to degree level with proven relevant marketing experience from a related role. The ability to work independently with experience of initiating and managing projects on your own, from the planning stage, through to delivery, results and evaluation is required.

Based in Central London, you will enjoy benefits such as our pension scheme, 28-33 days annual leave, tickets to BFI festivals and events plus many others.

Further details about the post can be obtained by visiting www.bfi.org.uk/about-bfi/job-opportunities.

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We support diversity and inclusion

3. The package - salary and benefits

All roles at the BFI are individually evaluated. Each pay scale comprises of 5 points, with a 4% increase between each point. Incremental advancement is performance based which is assessed each year. Each year a 4% increase can be gained until the maximum point of the salary scale is reached. This role is graded at Level 2B and the salary points for this grade as at 01 November 2016 are:

£28,767 (point 1)
£29,916 (point 2)
£31,116 (point 3)
£32,358 (point 4)
£33,657 (point 5)

We would normally aim to recruit to the minimum point of the pay scale, but will match to the nearest point within our pay scale (where possible) the successful candidate's current salary within a similar external role, if that is higher than our minimum point.

Staff Benefits

At the BFI we offer a wide range of benefits to staff including:-

- BFI pension scheme
- 28-33 days paid annual leave (excluding Bank Holidays)
- Support for working families: generous contribution to childcare costs; childcare vouchers; enhanced maternity, paternity and shared parental pay
- Employee Assistance Scheme covers you and your key family members across all life events
- We promote and support flexible working
- Free tickets to BFI Southbank screenings and events plus access to other BFI Events
- Loan Schemes such as season ticket and computer purchase
- Ride to Work Scheme
- £100 towards annual Health Club Membership
- Sight and Sound Magazine
- 35% staff discount on all food across BFI Benugo outlets, and 20% staff discount on alcohol
- 70% staff discount on BFI DVDs, 50% on books and merchandise plus 20% off other items at BFI Filmstore
- 40% staff discount on all retail, including upstairs concessions, at BFI IMAX – Odeon

Certain conditions apply on some benefits and these details are available from Human Resources. Some benefits are non-contractual and the BFI reserves the right to review benefits and withdraw benefits as appropriate.

Staff Engagement

The BFI takes our responsibility to engage and develop staff seriously. We carry out a range of activities to facilitate this, including:

- All employees are appraised each year and agree objectives and a development plan with their line manager
- Meetings are held regularly at Directorate, Department, team and individual level with 'all staff' events from time to time
- We regularly review our staff engagement strategies to see how we are doing

4. The BFI

The BFI is an internationally recognised cultural body, and the lead organisation for film in the UK. We are a Government arm's-length body and distributor of Lottery funds for film. We serve a public role which covers the cultural, creative and economic aspects of film in the UK. The BFI delivers this role:

- As the UK-wide organisation for film, a charity core funded by Government
- By providing Lottery and Government funds for film across the UK
- By working with partners to advance the position of film in the UK.

Our ambition is to create a flourishing screen environment in which innovation, opportunity and creativity can thrive by:

- Connecting audiences to the widest choice of British and world cinema
- Preserving and restoring the most significant film collection in the world for today and future generations
- Championing emerging and world class filmmakers in the UK - investing in creative, distinctive and entertaining work
- Promoting British film and talent to the world
- Growing the next generation of filmmakers and audiences

Founded in 1933 the BFI is a registered charity governed by Royal Charter. The BFI Board of Governors is chaired by Josh Berger CBE.

In November 2016 we launched [BFI2022](#), our strategic plan for film for 2017-2022. It focuses on the future, with three core priorities to support Future Talent, Future Learning and Skills, and Future Audiences.

The new strategy builds on the successes and direction of our previous five-year plan - *Film Forever* (2012-2017).

5. The Role

Department:	Marketing (Festivals and Venue)
Post:	Festivals & Venue Marketing Advisor
Grade:	2B
Responsible to:	Festivals Marketing Manager

Main Aims:

Devising and managing marketing campaigns for a range of BFI cultural programmes and services, including BFI Southbank seasons, the BFI London Film Festival (LFF) and BFI Flare: London LGBT Film Festival.

The role will be focused primarily on Festivals between July – October (LFF) and February – March (BFI Flare).

Key Responsibilities:

Working with the Festivals Marketing Manager and Venue Marketing Manager to deliver cross-channel marketing campaigns for BFI Festivals and BFI Southbank.

To lead on marketing campaigns to drive BFI Membership sales and manage the production of all Membership marketing assets.

To lead on audience development activity to promote the BFI's programmes to audiences 25 & Under.

To take ownership for elements of the LFF campaign, including the Industry programme, working closely with relevant internal stakeholders and managing the production of all assets and comms.

To develop multi-channel marketing campaigns to promote BFI Southbank seasons.

Working with the events team in the delivery of key events connected to BFI Southbank seasons, including the creation and deployment of marketing assets and materials across events.

To develop and implement promotional partnerships and outreach activities and maintain existing partnerships, including negotiation and management of the LFF media partnerships.

To devise and deliver marketing campaigns with the LFF partner venues, including identifying and delivering branding needs, maximising local opportunities and negotiating visibility for the Festival.

To manage internal and external stakeholder relationships at a senior level.

To manage the design and copy process for marketing collateral across all channels.

To manage the production and dissemination of audio visual assets in support of BFI Southbank and BFI Festivals.

Working with the Development team to ensure that sponsor requirements are met, and managing sponsor signoffs for collateral.

Working with the Digital Marketing Team to create email and social media content.

To assist with managing the front of house promotional display material for BFI Southbank and BFI Festivals.

Copy writing and proof reading for a wide range of marketing materials.

To monitor and evaluate the impact and effectiveness of all marketing campaigns.

To represent the BFI externally at meetings as appropriate, including deputising for the Festivals Marketing Manager and Venue Marketing Manager as occasionally designated.

To carry out all responsibilities in a way which supports the BFI brand values of 'Approachable, Inspiring and Responsive'.

To be supportive and good team player, supporting others where you can, and actively participating in team meetings, events and the induction and training of new team members

To promote and support diversity and inclusion in all activities

To be an ambassador for the BFI through maintaining a professional approach at all times.

To become familiar with and adhere to BFI policies and procedures

To undertake any other activities that may be reasonably required

Person Specification

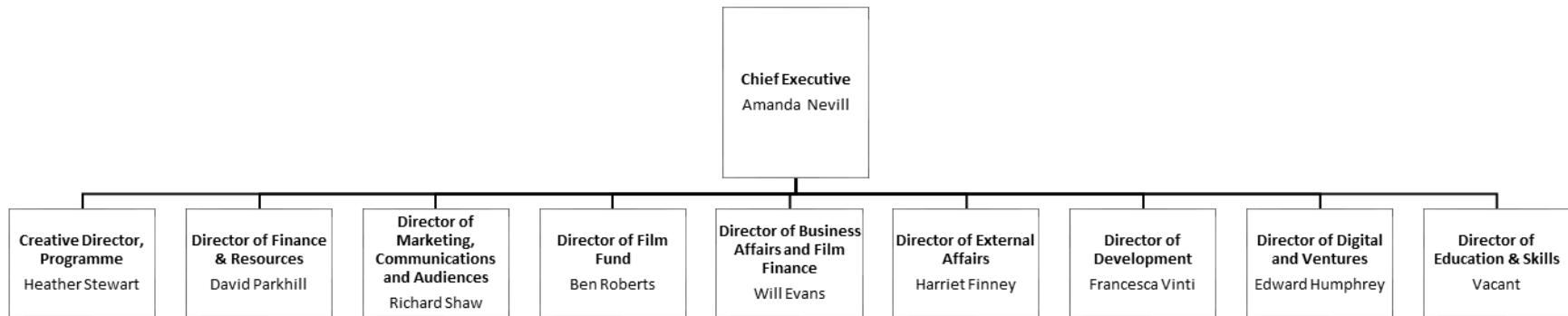
Minimum Requirements:

- Educated to degree level or equivalent.
- Extensive knowledge and experience of delivering cross-channel marketing campaigns, including experience in digital channels, advertising, copy writing, briefing designers and print production.
- The ability to develop and maintain good working relationships with BFI colleagues, partners and stakeholders
- Experience of negotiating with colleagues and external suppliers and contacts at a senior level.
- Experience of developing and managing partnerships with high profile organisations.
- Excellent communication skills with the ability to deal effectively with people at all levels
- Experience of proofreading and editing copy.
- Excellent attention to detail and the ability to inspire confidence in others.
- Excellent time-management skills and the ability to prioritise effectively.
- A responsible, mature attitude and the ability to work independently and make decisions when required, in the absence of the Venue or Festivals Marketing Manager.
- Good organisational skills with the proven ability to work in a close-knit team under pressure and to tight deadlines whilst maintaining a friendly, tactful manner.
- Experience of marketing in a festival or events environment.
- A willingness to work outside normal office hours. It will not be possible to take extended annual leave from Aug–Oct and Feb–Mar.
- Good knowledge of online marketing channels and new media marketing opportunities.

- Good knowledge of contemporary and classic film.
- Good knowledge of film festivals and the role they play in the industry.
- The aptitude to carry out all activities supporting our brand values 'Approachable, Inspiring, Responsive'
- An applied demonstrable commitment to the principles of diversity and inclusion whilst carrying out all responsibilities
- A competent Microsoft Office user
- A commitment to continual professional development.

The postholder must at all times carry out his/her responsibilities with due regard to the BFI's Policies and Procedures.

6. BFI Executive Structure:



7. Marketing Organisation Chart

