

HEARTLAND FILM MARKETING & PR MANAGER

Position Description

Position: Marketing & PR Manager

Job Purpose: To promote the Heartland Film brand, film festivals and special events by developing strategic marketing and public relations plans; create compelling content for Heartland Film's website, blog, social media channels, email communications, print materials and collateral year-round; and be the organizational liaison to outside agencies, vendors and partners for event-specific projects.

Reports to: VP of Development

Job Responsibilities:

MARKETING (40%)

Year-round marketing objectives and tasks:

- Develop and oversee execution of short- and long-term marketing and communication plans and content calendar taking into account all departments and leverage various marketing outlets/channels:
 - Website management: blog posts, page updates, some HTML formatting
 - Social Media (Facebook/Twitter/Instagram): create and maintain year-round social media calendar with frequent posts to increase followers and foster engagement
 - Email Marketing: handle all emails using Salesforce Marketing Cloud including monthly email newsletters, special events, or industry-related news communications
 - Print / Marketing Collateral: support creation and implementation of all development/promotional/marketing collateral (i.e. sponsorship/donation packages, program/event flyers, marketing signage, etc)
- Maintain integrity of Heartland Film brand and serve as brand ambassador ensuring all staff understand and follow Brand Standards Guide and expectations.
- Monitor marketing budget and spending, provide reporting to leadership as needed
- Ongoing analysis of performance, data and evaluation of effectiveness of marketing efforts including: Google Analytics, email performance metrics, social media engagement, etc
 - Provide feedback and reporting to leadership, recommend changes for improvement
- Research and study current marketing tactics and industry trends
- Cross-departmental collaboration and support includes:
 - Provide copywriting and proofing of all marketing and PR materials (blog, press releases, annual reports, etc.)
 - Offer leadership to office staff
 - Oversee editing/archiving of photography, video, collateral for marketing use
 - Support Development department to increase donor engagement and retention
 - Collaborate with other departments and staff for unified marketing efforts, promotion and communication

- Build strong relationships and manage expectations with marketing firms and partners

Festival seasons objectives and tasks (in conjunction with marketing firms, vendors and partners):

- Promote Indy Shorts, HIFF and other special events by developing marketing campaigns and tactics that leverage various channels including:
 - Website: Festival page updates, possible blog posts, integrated ticketing site, etc
 - Social Media (Facebook/Twitter/Instagram): daily posts during film festivals
 - Email Marketing: daily Festival emails using Salesforce Marketing Cloud
- Collaborate with Community Outreach coordinator/programs
- Contract and manage festival photographers and videographers
- Work on-site for the run of Indy Shorts and HIFF
- Oversee Marketing Intern/volunteers – work with other staff to help facilitate intern program

PUBLIC RELATIONS (40%)

Year-round media/public relations expectations:

- Build and maintain a positive public image for Heartland Film not only locally but on a national/international level within the film industry
- Create overall public/media relations and messaging strategies to shape public opinion of Heartland Film and increase awareness of the organization, film festivals and special events
- Establish and maintain relationships with audiences, community, key stakeholders, and other relevant groups by managing press releases and other media communications
- Field media-related questions, respond to requests for information and press inquiries
- Advise staff and organization representatives in the correct way of communicating with the public, sponsors, volunteers, donors, members, and filmmakers
- Manage creation and distribution of press releases and media alerts including: concepting ideas to pitch, coordination of content, writing, review/approval, distribution of press releases, and maintenance of distribution lists

Festival specific responsibilities (in conjunction with PR & Marketing firms):

- Organize, contact and maintain relationships with local media and press relations
- Draft, review and distribute festival-specific press releases and media alerts before, during and after the festival (maintain festival-specific distribution list)
- Manage media requests, opportunities for engagement, and other media-related events:
 - Create procedures and scheduling for all interviews and press junkets
 - Develop protocol for Red Carpet Events and manage Red Carpet during events
 - Oversee Press Accreditation and press badges
- Manage expectations and serve as point of contact with any media/PR partners
- Track and maintain accurate records of all press coverage

- Staff on site at theaters: assist with theater managing, theater cleanup, film introductions, leading Q&As with visiting filmmakers, answering/fielding patron questions, general problem solving, help fill staffing gaps

GRAPHIC DESIGN & OTHER DUTIES (20%)

Year-round design objectives and tasks:

- Oversee creation of visual graphic design needs for all marketing efforts ensuring brand integrity and continuity across campaigns:
 - Promotional materials & slide creation for year-round events
 - Presentational collateral (sponsorship approaches, etc.)
 - Office stationery, business cards, etc.
- Research and study of industry design trends and best practices
- Work with outside vendors for printing of materials
- Create and manage project timelines and allocate tasks with staff or marketing firms
- Manage and review Marketing Coordinator
- Assist staff with various requests and design needs

Festival season - design tasks (in conjunction with marketing firms):

- Application of Festival campaign design to marketing/promotional materials which includes:
 - guide book, advertisements, theater signage, merchandise, badge credentials, posters, postcards, flyers, filmmaker media kits, ticket voucher packs, theater slides for the pre-show, etc.
- Build relationships with vendors to execute printing and application of all festival signage

Qualifications:

- Bachelor's Degree in marketing, mass communications, design, film, journalism, art or related field
- At least 2 years related experience
- Passion for the film and nonprofit industry
- Proficiency in Adobe Creative Suite, Microsoft Office products, Google Drive, WordPress, and Dropbox, Hootsuite, Facebook, Twitter and Instagram
- Occasionally work nights and weekends during Heartland Film events
- Familiarity with SEO best practices and Google Analytics preferred, but not required
- Knowledge of Salesforce Marketing Cloud strongly preferred
- Familiarity with preparing files for print and web (some web coding skills – HTML & CSS)
- Strong verbal and written communication skills with ability to speak effectively before groups and other employees
- High level of creativity and strong sense of visual design / layout skills
- Knowledge of print, radio and television advertising – negotiating contracts
- Acute attention to detail
- Strong time management skills and ability to meet deadlines

- Photography and video skills desired
- Ability to work with and manage contracted vendors and partners
- Ability to work well with a team and work quickly in a fast-paced situation
- Management Experience: ability to manage Marketing Coordinator and interns
- Ability to understand and analyze marketing reports, analytics, and understand wide variety of marketing channels