

JOB DESCRIPTION – Marketing Manager, Partnerships and Outreach

The Windrush Caribbean Film Festival (WCFF) is seeking an experienced project or event management professional to join its small team as Marketing Manager, Partnerships and Outreach. This is a part-time 3 day/24 hours a week role starting immediately to support the 2024 Festival (launching June 2024). There will be a one-month probationary period. The role is budgeted at £20 hourly, beginning February 2024 and ending July 2024, with an option to extend.

The chosen candidate has overall responsibility for implementing the strategic ideas and creative vision of WCFF 2024 via exceptional project management, building strong funding and partner relationships, and leading a WCFF 2024 team of committed staff and volunteers.

The Windrush Caribbean Film Festival (WCFF) successfully launched in 2020 with a mission to engage and educate audiences across the UK about the contributions of the Windrush generation and its impact on the country through screenings, talkbacks, interviews, workshops, and a micro-cinema challenge to create new short films. WCFF is a joint venture Community Interest Company established in 2019 between CaribbeanTales-TV in Canada, the largest collection of Caribbean films in the world, and Recognize Black Heritage and Culture in Birmingham, a social enterprise that provides access to the heritage and culture of the African Caribbean community following the successful nationwide screenings of the award-winning film HERO. The WCFF annual film festival is delivered by a consortium of community partners as a traditional multi-city/venue film festival. In 2019 it pivoted into a COVID secure Digital Film Festival using live streaming and interactive social media and will move forward in 2024 as a hybrid event as required.

Overall Accountability

The WCFF 2024 Marketing Manager, Partnerships and Outreach will work in collaboration with and have the support of the WCFF Steering Group: Garry Stewart (community partners and arts funders), Patricia Hamzahee (sponsors and commercial partners), Evadney Campbell (publicity and advertising) and Frances-Anne Solomon (filmmakers, artists and CT-TV team) for strategy and UK execution; and with the CaribbeanTales Festival team, Diana Webley (CTFF and WCFF Festival Director) for WCFF strategy and Festival delivery as well as other CT-TV colleagues to coordinate partnerships and technical/operational logistics. S/he will also work with the WCFF Administrative Manager, Programming team, PR agency and Social Media team to support the Festival's promotional campaign.

The Marketing Manager, Partnerships and Outreach will report to the WCFF Directors and WCFF Festival Director. The Marketing Manager, Partnerships and Outreach will oversee the activities of the WCFF Publicity, Social Media and Administration managers.

Main responsibilities:

The provision of Marketing and Communication services for the Client's June 2024 Festival.

- **MARKETING AND COMMUNICATIONS STRATEGY:** Develop, with the Festival Director and WCFF team, the 2024 marketing and communication strategy to align with the Festival's critical path.
- **PARTNERSHIPS:** Help to create, manage, and maximise Community, Media, and Marketing Partnerships to build audiences and drive ticket sales.
- **ADVERTISING:** Manage and implement the advertising budget and deliverables, including agreeing creative assets and securing advantageous deals where required.
- **SPONSORSHIP:** Manage existing, and help to develop new sponsorships, (including in-kind donors) to maximise audiences and raise the profile of the Festival as well as deliver promised activations.
- **COMMUNICATIONS:** Create and disseminate content for the WCFF website, WordPress blogs, Mailchimp newsletter and social media (Facebook, Twitter, LinkedIn, and Instagram) on a regular basis as well as prepare donor/sponsor/partner thank you letters, awards acknowledgements and helping with the Final Impact Report.
- **EVENTS:** Support the Festival partners and WCFF programming team to promote and deliver Festival events in aid of ticket sales and audience development.
- **DESIGN:** Help to secure and manage suitable graphic design resources to support the creation of brand, collateral and event print and digital resources.

The WCFF Marketing Manager, Partnerships and Outreach's primary accountabilities are to:

- Develop and deliver the overall WCFF 2024 Festival marketing strategy
- Create, manage, and maximise Community, Media and Marketing Partnerships to help build audiences and drive ticket sales.
- Fundraise, including writing and reporting on funding applications

- Deliver festival feedback, monitoring and reporting from audiences, staff, and partners
- Create WCFF 2024 Festival marketing and promotional strategies with the Marketing Manager, Publicist and Social Media teams
- Deliver post-festival marketing, social media, community partnership, and audience engagement reports
- Support the Festival to:
 - o Ensure a strong, cohesive brand proposition
 - o Manage and implement the advertising budget and deliverables, including agreeing creative assets and securing advantageous deals where required
 - o Develop and disseminate content for the WCFF website, Wordpress blog, SendInBlue newsletter, printed materials as well as donor/sponsor/partner thank you letters, awards acknowledgements and helping with the final Impact report.
 - o Support existing teams in the UK and Canada to deliver programming activities locally, including delivering talk backs, donor thank-yous, and other events plus assist the social media team with Facebook, Twitter, LinkedIn, and Instagram promotion

Essential skills and experience:

- Knowledge of film festivals and an interest in film and culture
- Complex project management expertise
- Knowledge of media, marketing, and sponsorship agreements
- Audience development strategy and execution
- Ability to prioritize tasks in a deadline-oriented, detail focused environment
- Create and manage databases and lists
- Excellent written, verbal, and analytical skills
- Ability to work effectively and collaboratively as part of a small team and individually
- Knowledge of Google Docs, Microsoft Excel, Asana and/or other software and project management tools
- Excellent organizational skills and a keen eye for detail
- Ability to work a flexible schedule, including evenings and weekends if necessary
- Knowledge of Black history and culture in Britain and the wider diaspora is welcomed

Desirable skills and experience:

- Festival programming experience
- Knowledge of technical, administrative, or producing processes associated with the creative industries
- Existing film, venue, cultural and funding partner contacts

If you would like to discuss this role further before you make an application, please contact garry@recognizeonline.com

Please send a CV and cover letter outlining your suitability for the role in relation to the person specification to info@windrushfilmfestival.com

Interviews will be held on a rolling basis from 26 January 2024 so please apply as soon as you can as we are looking to hire before the end of February 2024. We will contact shortlisted applicants to arrange a preliminary virtual interview to allow both parties to assess the fit. A formal interview will follow if both agree there is a fit.