**Job Description: Events & Digital Marketing Co-ordinator**

**Responsible to:** Programme & Partnerships Director

**Terms:** £20k pro rata

Northern Film + Media is a flexible working employer and this role is available on a full or part time basis (3-5 days per week).

**Job Purpose:**

Supporting Northern Film + Media’s management team to develop and deliver a bespoke talent and business development events programme for emerging and established film and television professionals. To raise awareness and profile of Northern Film + Media’s Tees Valley ERDF Screen Development project and all of its activities. You will develop and deliver digital marketing and PR campaigns for NFM’s Production Service, NFM Academy and the business development programme for film and television professionals.

**Key Tasks:**

* Supporting the efficient planning of events in NFM’s programme of activities. This includes managing the marketing and events calendar to ensure the efficient planning and promotion of events.
* Coordinating the set up and smooth delivery of the events programme. This includes setup, customer service, liaison with speakers, liaison with venues and any other tasks, as directed. This may involve working some out-of-office hours.
* Overseeing the events bookings activity information (Eventbrite) and the maintenance/ updating of the events and latest sections of NFM’s website making sure that correct information is on display at all times.
* Scheduling and Implementing digital marketing campaigns which promote NFM’s ERDF-supported Tees Valley Screens events programme via Social Media, E-bulletins, news stories and blogs.
* Managing NFM’s Tees Valley Screen website ensuring all content is current, correct and delivers reach and impact targets.
* Scheduling and implementing PR campaigns which promote NFM and Tees Valley Screen’s events programme and production services activity in order to raise the organisation’s profile.
* Collating marketing and PR activity data and google analytics to produce management reports feeding into NFM’s ERDF evaluation and monitoring process.
* Ensure branding and key messages are consistent across all of Northern Film + Media’s Tees Valley ERDF Screen Development project activity.
* Maintaining Northern Film + Media’s Tees Valley ERDF Screen Development project bespoke contacts database - the CRM and other content management systems.
* Managing NFM’s Tees Valley Screen image library.
* Any other responsibility/task that the Programme & Partnerships Director may consider appropriate to the role, including but not limited to general administrative duties, as directed.

**Additional Responsibilities**

* To help develop a creative industries programme of activity that aligns with the organisation’s Tees Valley ERDF project and the requirements of other funders.
* To gather, evaluate and disseminate appropriate information in accordance with funder’s requirements of projects, including ERDF, Arts Council England and other funders.
* Help to maintain delivery partnerships at a regional, national and international level.
* Corporate responsibilities include working with line manager to organise work schedule and creating and maintaining professional relationships with other members of staff.
* Equal Opportunity responsibilities includepromoting and implementing equality of opportunity in all aspects of the organisation’s operations.
* Promote and implement Health and Safety at Work policies.
* The post holder must also be willing/able to work outside of office hours when required (subject to 1 week’s notification) with some out of hours digital support.

This job description outlines the key tasks currently required of this post. These tasks may vary from time to time to meet changing circumstance and are the subject of review.

The post is part-funded by ERDF and the activities of the Events & Digital Marketing Co-ordinator are partly included in Northern Film & Media’s Tees Valley ERDF project. As such the post holder must ensure that the conditions of NFM’s ERDF project are adhered to across all activities of the role.

# PERSON SPECIFICATION

#### Experience

#### Planning and delivering events to a high standard.

* Communications and website administration (CMS, wordpress, Eventbrite and social media) and experience of working with a CRM.
* Copy-writing and editorial experience is desirable.
* Successful partnership work.
* Working on project administration and monitoring.
* An awareness of ERDF administration requirements would be helpful but not essential.
* Working in or with events in the media/arts sector would be desirable.
* Knowledge of the film and television industry would be an advantage.

#### Skills

* Strong and proven task management and co-ordination skills.
* Accuracy and attention to detail when recording and collating data and information.
* Strong interpersonal skills.
* Strong IT skills.
* Time management and organisational skills.
* Demonstrable verbal and written communication skills.

**Behaviour and Attitude**

* Proven ability to work under pressure, to deadlines.
* Highly self-motivated.
* Flexibility with regards to working hours and methods.
* An ability to work well within a team.