

JOB DESCRIPTION

Role: Communications Assistant
Deadline: 5pm, Wednesday 29th September
Term: 19 days at £120 per day, pattern to be agreed.
Interviews to be held on Friday 1st October 2021.
For immediate start from w/c 11th October 2021.
Fee: Contract, £2,280
Location: Based at Glasgow Film Theatre, Glasgow or Remote Working
In-person Delivery taking place at Watershed, Bristol (required)

Reports to: Member Support & Development Coordinator, Film Hub
Scotland

Overview

Film Hub Scotland is responsible for Member Support and Development within the [BFI Film Audience Network](#) (FAN). We deliver a UK-wide programme of events and activities designed to enhance the confidence, capability and knowledge of FAN members especially in relation to BFI2022 priority areas.

The aims of the FAN Member Support and Development programme are to:

- deepen the knowledge and enhance the capability of FAN members
- better equip FAN members to respond to sector priorities
- boost member confidence and provide opportunities for knowledge transfer, peer to peer learning and including the dissemination of information and best practice

As part of this work we produce [This Way Up](#), an annual conference for people working in UK film exhibition; a space to gather, connect, learn and be inspired. Delivered by BFI FAN, This Way Up brings the sector together to share new ideas, celebrate our work, and collectively imagine the future of cinema-going for audiences across the UK.

The event is organised and delivered by two hubs within the BFI's Film Audience Network; Film Hub Scotland and Film Hub North with the support of Film Hubs Midlands, South West and Northern Ireland.

This Way Up has taken place in Newcastle, Manchester, Glasgow, Hull, Liverpool, Nottingham, Online in 2020 and will happen at Watershed, Bristol on 1-2 December 2021.

Purpose:

Reporting to and working closely with the FAN Member Support and Development Coordinator, the **Communications Assistant** will be responsible for planning and executing the comms plan, creating digital assets, managing socials, and other tasks in the run-up to, and delivery of, This Way Up. These will be completed with care and attention to detail and tasks will be delivered to set deadlines.

The **Communications Assistant** will work closely with event partners to ensure delivery meets the expectations of delegates, contributors, stakeholders, funders and sponsors. The role will vary from managing social media and proof reading programme copy, to assisting in the delivery of the live event.

Please note, you will be required to be in Bristol on 30th November, 1st, 2nd and 3rd December with overnight stays on 30th November and 1st and 2nd December. All travel, accommodation, subsistence are covered by Film Hub Scotland.

Person:

The post requires someone who is a motivated, confident, and organised individual with experience in marketing and communication roles. Previous social media marketing skills and an ability to work across a number of concurrent tasks is essential. Previous experience with marketing of events, reaching sales targets, and proof reading copy is also essential.

A keen interest in film, and experience and knowledge of the film exhibition sector would be a significant benefit. The ability to prioritise and manage a diverse task list and to deliver planned outcomes and deadlines will be expected, with the flexibility needed to respond to new demands as they arise.

Duties and Responsibilities:

Pre-Event

- Support the creation of the Comms Plan
- Communicate Comms Plan deadlines to the wider delivery team
- Lead on requesting and gathering Conference Programme copy and materials
- Liaise with designer on programme creation
- Writing copy for press releases, articles, and promotion on social media
- Create digital assets for social media and other marketing purposes (gifts, images, posters, etc.)
- Ensure that website content is accurate and up-to-date on an ongoing basis
- Liaise with other FAN Comms leads on network-wide promotion of event
- Liaise with conference speakers for quotes and other marketing material
- Prepare emails to delegate database using Mailchimp
- Work with MSD Coordinator and designer to create programme and materials (flags, posters etc)
- Support MSD Coordinator with other logistical tasks to prepare for the event
- Other administrative tasks associated with Member Support and Development if required

During event

- Create and post engaging social media content
- Update website and online portals
- Liaise with Tech Support on uploading conference recordings online
- Look after all guest bloggers
- Liaise with other FAN comms leads
- Liaising with MSD Coordinator to ensure photographers and film crew are fully briefed and requirements met.

- Assist MSD Coordinator in oversight of the event

Skills and experience

- Experience of assisting delivery of projects within the cultural sector
- Experience of marketing and writing copy for social media, newsletters and press releases
- Knowledge of the film exhibition sector
- Good verbal and written communication skills
- Familiar and comfortable with creating digital content for social media
- Able to communicate and engage with a wide range of stakeholders and senior management
- Good administrative skills
- Able to complete tasks to brief and on time
- Ability to work collaboratively and under instruction
- Ability to plan, prioritise and manage a diverse list of tasks
- Good general ICT literacy

Personal qualities

- Organised and self-motivated
- Ability to work as part of team
- A flexible and positive approach to work
- Ability to work well under pressure
- A demonstrable commitment to diversity and inclusion
- A keen interest in film

Responsibilities of all Staff Members

- (i) To be aware of the work of other departments in the achievement of Glasgow Film's strategic aims and objectives.
- (ii) To be aware of, and comply with, all rules and legislation pertaining to Health and Safety at work.
- (iii) To work in accordance with Glasgow Film's Equal Opportunities Policy.
- (iv) To take an active part in communicating and co-operating with other staff and other departments.
- (v) To follow approved guidelines, policies and procedures established by the organisation in relation to financial management and personnel records.
- (vi) To take part in such working groups and committees or sub-committees as may be necessary for the proper fulfilment of the organisation's strategic aims and objectives.
- (vii) To support the organisation in improving carbon reduction initiatives and implementing our environmental policy.
- (viii) Glasgow Film strives to be an Equal Opportunity organisation.

**PERSON SPECIFICATION:
This Way Up Communications Assistant**

KNOWLEDGE	ESSENTIAL (E)/ DESIRABLE (D)
An understanding of and commitment to equal opportunities and to making the arts accessible to all	E
An understanding of environmental and sustainability issues and commitment to assisting GF in reducing its carbon footprint	E
Knowledgeable and enthusiastic about film	D
Knowledge of the film exhibition sector	D
EXPERIENCE	
Experience of marketing and writing copy for social media, newsletters and press releases	E
Experience of assisting with delivery of projects within the cultural sector	E
Experience with gathering and organising large amounts of data	E
SKILLS AND ABILITIES	
Excellent verbal and written skills	E
Excellent interpersonal skills	E
Keen attention to detail	E
Strong problem solving ability	E
Ability to handle difficult or stressful situations calmly and sensitively	E
Ability to work under pressure over long hours	E
Ability to efficiently manage a heavy workload and prioritise as appropriate to meet targets and deadlines	E
Ability to work well with internal and external colleagues, collaboratively and in a team-oriented way	E
Good general ICT skills, particularly Google Sheets/Microsoft Excel and Microsoft Powerpoint	E
Basic ICT design skills and knowledge of Adobe Illustrator, InDesign, Canva, etc.	D

To Apply:



Please send a CV and cover letter (no more than 1 page) highlighting how your experience, skills and personal qualities fit the role to Adam Wright, Adam@filmhubscotland.com

Please also complete the Equal Opportunities Monitoring form:
<https://forms.office.com/r/cGrS5CDcSg>