



JOB DESCRIPTION

HEAD OF PROGRAMMING

Job title:	Head of Programming
Salary:	NJC Scale: £30,451 (SO2) - £37,890 (PO3) - commensurate with experience. Pension contribution 6%.
Reports to:	Festival Director
Contract:	Permanent full-time
Working hours:	3 days office-based, 2 days working from home. 9 to 5pm + variable and unsocial hours during busy festival periods
Holiday:	25 days per year (a number of these are set days to be taken at Christmas office closure time)
Probationary period:	6 months
Notice period:	2 months

Terms and conditions

The above position is offered on a fixed-term contract subject to the completion of a satisfactory probation period. The above details and the job description for the position of Head of Programming are a guide to the nature of the work required. They are not wholly comprehensive or restrictive and do not form part of the contract of employment.

Summary of the Role

The Head of Programming is responsible for curating the Festival's programme, alongside the Festival Director; for devising and delivering film events; for fundraising activity to support the growth and development of the event; for supporting filmmakers and developing audiences during Festival time and year-round.

Together with Festival Director, this role will involve setting targets and leading on the delivery of Belfast Film Festival's (the organisation's) strategic plan.

Importantly, the Head of Programming should bring a distinctive taste and knowledge to the organisation. They should help give the annual film festival a unique flavour, distinct from other festivals in the crowded film world.

The successful candidate will have a specialist knowledge of the UK, Irish and international film industry, as well as industry contacts and experience of developing partnerships, including working directly with filmmakers, distributors, sales agents, commissioners, funders, foundations and broadcasters. They will have a proven track record of developing audiences for a film festival.

The Head of Programming will be well-regarded in the industry and will represent the organisation at a senior management level, including at international festivals and events and through mentoring, where required, at year-round projects / training initiatives.

The appointed candidate must be a team player, working closely with the Festival Director, Marketing Manager, Inclusion and Audience Development Manager and Board of Directors to ensure coherence and collaboration in programming and audience development across the annual festivals and in other aspects of our year-round programme of work. The Head of Programming will work closely

with marketing and press team to build public and industry awareness and attendance, and to drive ticket and delegate sales.

The role involves inputting into strategy, fundraising to generate income for the development and delivery of BFF's annual programme of work, managing relevant team members and reporting against targets.

Responsibilities

Partnerships and delivering on strategy

- Contribute to the creative vision of the BFF's programme and to the business plans underpinning that vision;
- Initiate and contribute to fundraising efforts: identifying new opportunities, leading on key film programme proposals and writing relevant bids in order to unlock new funding for the annual film programme, and to generate year-round/touring projects where possible;
- Maintain relationships with key partners and stakeholders of the festival, and develop new strategic partnerships;
- Attend meetings with funders, stakeholders and sponsors where relevant;
- Successfully liaise with cultural organisations, international film centres and embassies to support visiting filmmakers or programme elements.

Film Programming for the Festival

- With the Festival Director and team, ensure that BFF and Docs Ireland become world-leading festivals;
- Collaborate with the Festival Director in establishing themes, curated strands, focuses and retrospectives, together with the Board of Directors and team where appropriate;
- Build on the festival's reputation for championing diverse voices and diversity of representation;
- Meet with broadcasters, post-production houses, the Board, relevant Advisory Committees and other partner organisations to identify films in development and production that may be of interest for the festival;
- Liaise with other film festivals, distributors, broadcasters, filmmakers and others to solicit films for the festival's programme;
- Manage and lead small programming team; supervise interns, work experience students etc, delegating work and monitoring progress and performance.
- Consult regularly with the Festival Director and Board on current status of the programme in order to ensure coherence across all BFF's projects/programmes;
- With the Festival Director oversee the setting and management of the programming budgets and ensure expenditure is in line with the budget set;
- Assist Festival Director (and team) on the selection and appointment for juries of the highest calibre, ensuring that the profile for awards given by the organisation is developed;
- Work with the Marketing Manager and other senior staff on enhancing or acquiring sponsorship for awards;
- Work with the team to ensure the film submissions online captures information required from each film submission where relevant;
- Collaborate with the Festival Director in appointing Programme Associates (e.g. event hosts and partner organisations);
- Guarantee the viewing and consideration of every film by the Selection Committee, including films through the submission process, films solicited directly through meetings and encounters by other senior team members and ensure that they are all responded to, including where unsuccessful;
- Negotiate with filmmakers, distributors and sales agents for screening rights for films hire fees where applicable and any box office splits where required, within budget, and notify the finance department of agreements;

- Develop an online player platform, in order to improve and grow the access offered to audiences, working in collaboration with the Marketing Manager and other senior staff;
- Ensure texts, synopsis and promotional and interpretive materials for each title, and coordinate on the accessing of promotional materials;
- Liaise with the Event Manager to identify venue requirements with regards to the programme;
- Set the screening schedule for the festival together with the Festival Director and senior team;
- Oversee the Print management to ensure that print transport is on time and relevant insurances are in place;
- Programme Q&A sessions at BFF and Docs Ireland, ensure the team appoint minders for special guests and any translators required;
- Moderate some Q&As, while ensuring that other moderators are fully briefed to chair other Q&As;
- Oversee invitations to filmmakers and other film guests;
- Liaise with hospitality team to hand over requirements of hospitality, travel and hotel bookings for the festival;
- Work with the core team to recruit temporary festival teams and individual project staff;
- Oversee the workflow and manage the deadlines, ensuring effective administration;
- Archive the programme after the festival;
- Oversee reporting for the annual BFF / Docs Ireland and other projects, including internal debriefings and external facing reports;

Audience development and communications

- Working with the Inclusion and Audience Development Manager, contribute to press, marketing and audience development strategies designed to increase the profile of BFF and increase the size and breadth of attendance for public, delegates and press;
- Consult regularly with the Marketing Manager to contribute to stories about events, films and filmmakers;
- Together with the Festival Director present the film programme at the Programme Launch events;
- Oversee the flow of information about activity to the marketing and press team, including information on the films and filmmakers, all copy, images and trailers;
- Oversee the look and feel of the film pages in the hard copy / online Programme guide;
- Ensure that the website is up to date and populated with relevant information year-round, write pertinent articles for the website.

Year-round programming, profiling and mentoring

- Collaborate with the Festival Director to devise and deliver a strategy for year-round programming, in order to tour films from the Festival where possible, develop audiences outside the festival dates, raise the profile of both festivals beyond Belfast, and to bring in revenue;
- Attend national and international festivals, marketplaces and events on the organisation's behalf to research and secure films, meet filmmakers, promote the festival and join other festival juries as required;
- Speak at festival workshops and events throughout the year as part of the year round programme where relevant;
- Maintain partnerships with different organisations and exhibitors across the UK and Ireland, and develop new relevant partnerships.