

BELFAST FILM FESTIVAL 2025

MARKETING MANAGER

TIME-FRAME: Sept - Nov 2025

KEY DELIVERY DATES: 25th Belfast Film Festival 30th Oct - 8th Nov 2025

FEE: based on £30K Pro-rata (£5000 for 8 weeks depending on start date).

CONTRACT: Freelance, Temp / Full time, with immediate start.

BASE: Offices 23 Donegall Street, various venues during Festival

Belfast Film Festival is an international festival dedicated to screening the best in new, short form and classic cinema from around the world. The festival is highly regarded across the country and proudly boasts diverse and dynamic programming.

As the Marketing Manager, you will be a creative and motivated individual who is able to slot into a busy working environment. You will play a pivotal role in the marking of our 25th anniversary festival. Your role will be promoting and enhancing the festival's brand and reputation. You will be responsible for implementing the BFF25 marketing strategy to drive awareness, engagement, and attendance at the event. This position offers a unique and exciting opportunity to work in the heart of the arts/culture, film industry here and to contribute to the growth and success of a world-class film festival

Key Areas of Work

- Strategy & Campaign Delivery
- Marketing Assets & Branding
- Digital & Online Presence
- Audience Engagement
- Promotion, Press & Partnerships
- Monitoring & Evaluation

Job Outline

Strategy & Campaign Delivery

1. Work with the Festival Manager to design and implement powerful communications and marketing strategies that connect with new and existing audiences.
2. Execute integrated campaigns (digital, social media, print, PR, and press) to promote the international festival and its world-class programme.
3. Deliver campaigns for major festival milestones including the awards, the 2025 launch, opening and closing nights, and sponsor/partner events.
4. Analyse campaign performance, audience data, and trends to refine strategies and deliver targeted communications, promotions, and offers.

Marketing Assets & Branding

1. Coordinate design and sign-off of marketing assets (adshels, banners, brochures, signage, etc.), including cost estimates and supplier liaison.
2. Oversee branding and venue dressing at all events to ensure strong and consistent festival and sponsor visibility.
3. Manage the creation and delivery of invitations for special events.

Digital & Online Presence

1. Manage and enhance the festival's website, ensuring up-to-date content, strong user experience, and speedy upload of news, photos, and video.
2. Lead the development and delivery of the festival's e-marketing schedule and email campaigns.
3. Oversee the social media team to ensure consistent, engaging, and creative delivery of the social media plan.
4. Maintain and organise the festival's photo and video libraries.

Audience Engagement

1. Work with the Box Office Manager to ensure staff are fully briefed on marketing strategy, and communication objectives.
2. Manage audience communications and targeted outreach to maximise attendance and build new audiences.

Promotion, Press & Partnerships

1. Collaborate with the Festival Manager to deliver the press and PR strategy with a strong focus on audience building.
2. Liaise with our press agency to ensure media coverage and promotion of the programme.
3. Drive promotion among target groups, community networks, and partner organisations.
4. Coordinate marketing input for sponsor/partner events and ensure sponsor recognition across channels.

Monitoring & Evaluation

1. Gather, track, and report on all marketing activity, audience feedback, and engagement data for internal evaluation and funder reporting.

Other Duties

1. Act as the main point of contact for marketing volunteers, providing clear instruction and support.
2. Contribute to general festival activities and undertake additional duties as required.

Criteria

- A degree in marketing, communications, or a related field and a minimum of 2 years experience in a marketing role.
- Proven experience in marketing / branding
- Previous experience in managing marketing teams.
- A portfolio of successful marketing campaigns or projects that demonstrate creativity and results.
- Strong understanding of digital marketing strategies, including SEO, and social media advertising.
- Excellent working knowledge of Microsoft Office (Word, Excel, and PowerPoint) Microsoft 365 Outlook, Teams and Zoom,
- Proficiency in marketing software and tools, such as Google Analytics, and email marketing platforms.
- Exceptional copywriting and content creation skills for various marketing channels.
- A team player with strong collaborative skills, a positive attitude, self-confidence, professionalism, common sense and flexibility.
- Ability to respond flexibly and in a timely manner to the particular demands of working in a festival context.
- Be able to fit readily in with the team and the busy working culture of Belfast Film Festival

Apply **by midday 25th September 2025** with a cover letter and CV to:
moyra@belfastfilmfestival.org

Interviews will be held: **29th September 2025.**