



MELBOURNE QUEER FILM FESTIVAL

Position	Social Media and Marketing Coordinator
Reports to	Executive Director
Terms	Volunteer Internship

ABOUT MELBOURNE QUEER FILM FESTIVAL

Melbourne Queer Film Festival is Australia's longest running queer film festival and one of the biggest in the Southern hemisphere. It was established in 1991 to give a platform to stories otherwise ignored in mainstream cinema, to celebrate diversity in cinema, and to give Melbourne's queer and queer-friendly community a space where they could enjoy stories that otherwise weren't being told.

In 2018, MQFF runs from March 15-26, screening across three Melbourne venues, as well as a program of panels, workshops and special events. Films from around the world include narrative features, documentaries and shorts.

ABOUT THE ROLE

This position plays a vital role in the delivery of the MQFF online marketing campaigns and ensuring engagement throughout the year. The successful applicant would be responsible for delivery of effective content for MQFF social media and e-news in the lead up to the festival, and development of Festival campaign content from January to March.

The role is voluntary and is shared between another Social Media and Marketing Coordinator.

KEY RESPONSIBILITIES

- Ensure ongoing engagement with Festival audience by producing social media & e-news content in line with MQFF Social Media strategy in the lead up to the 2018 Festival
- From Festival Launch devise and develop festival campaign strategies, managing timelines and producing content to promote targeted sessions and events
- Coordinate MQFF e-newsletter: contributing content throughout the year and during the Festival managing timelines and content production daily
- Contribute to the development of a strategy for the Festival's blog

- Marketing support: assist with other relevant customer/audience facing collateral as required

REQUIRED SKILLS

- Knowledge and experience or undertaking studies in online marketing and social media strategy and delivery
- Excellent communication skills, both written and oral
- Strong attention to detail
- Experience using content management systems such as Hootsuite, Sprout Social and Mailchimp
- Proven experience managing projects/tasks independently
- Ability to adapt to changes in the environment and effectively meet new challenges
- Excellent teamwork skills
- Experience and/or interest in arts and LGBTQI+ issues is desirable

OTHER RELEVANT INFORMATION

The role will require a time commitment of:

- January and February – 1 to 2 days per week
- Festival Period March 15-26 – timely delivery of digital content and eNews campaign material daily
- Off-peak time – 1 day a week

Please note: the role does not require the applicant to be on-site at all times and is flexible with working hours.

This role may assist with the requirements of formal study.

HOW TO APPLY

To apply, submit a brief CV and cover letter addressing the key responsibilities and your relevant experience to office@mqff.com.au by 15 January 2018. Please include ***Social Media Internship*** in the subject heading.