

# diff

Dublin International  
Film Festival



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## Dublin International Film Festival

Marketing Coordinator  
Recruitment Pack

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# Key details

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As the Marketing Coordinator at Dublin International Film Festival, you will play a pivotal role in promoting and enhancing the festival's brand and reputation.

You will be responsible for implementing comprehensive marketing strategies to drive awareness, engagement, and attendance at events and programmes throughout the year. This position offers a unique opportunity to work in the heart of the Irish film industry and contribute to the growth and success of a world-class film festival.

<b>Salary</b>	€130 per day, paid as a freelancer
<b>Reporting to</b>	May - October: Head of Commercial & Marketing October - April 2025: Festival Marketing Manager
<b>Commitment</b>	This role is initially part-time, then progresses to full-time: <i>2 days per week from May - September, then 5 days a week from October - March 2025</i>
<b>Location</b>	Dublin, with some remote working required up until September
<b>Deadline</b>	4pm Thursday, 11th April 2024
<b>Start date</b>	May 2024

# Dublin International Film Festival

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Dublin International Film Festival (DIFF) is Ireland's premier film event, dedicated to presenting the best in contemporary and classic world cinema. It brings the world to Ireland, and showcases Ireland to the world. With a rich history spanning several decades, DIFF showcases a diverse selection of films, hosts industry events, and fosters a vibrant film culture in Dublin.

Over the past 22 years, it has screened more than 1,600 international films from over 52 countries. The Festival has hosted over 600 high profile guests, including Al Pacino, Angela Lansbury, Brendan Gleeson, Daniel Day-Lewis, Danny DeVito, Ennio Morricone, Joss Whedon, Julie Andrews, Kristin Scott Thomas, Stanley Tucci, and Stellan Skarsgård.

The 2024 festival welcomed 19,200 people across 10 days, screening 138 films from 50 countries, shown across 14 venues, and featured an expanded programme with 16 public events, 15 industry events, and 40 post-screening Q&As.

As the organisation continues to develop, so does its year-round activity. This role will work with the Festival Director, Festival Manager, Head of Commercial and Marketing, Junior Programmer, and Project Coordinator; and a large festival team, including a Festival Marketing Manager, from October when planning and delivery scale up.



# Role & Responsibilities

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**May – September 2024**

*2 days per week, with an additional 6 days across September*

**Developing Marketing Plans:** Collaborate with the Head of Commercial & Marketing to formulate and execute a comprehensive marketing plan for the Screen Ireland supported 'Irish Film Curators' audience development project, culminating in a season of 6 films in September.

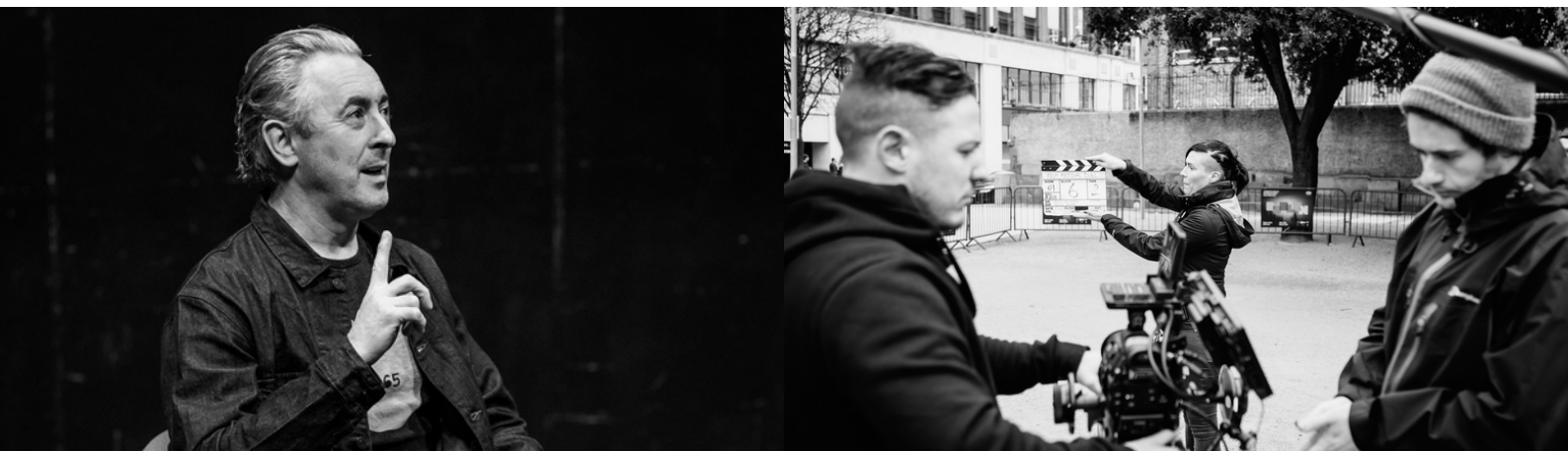
**Masterclass Promotion:** Assist the Project Coordinator in promoting online and in-person skills development masterclasses as part of DIFF's 'Film Pioneers' program supported by Rethink Ireland and TikTok.

**Website Maintenance:** Take charge of maintaining DIFF's website (WordPress), including content updates, basic functional improvements, and implementing any design changes required.

**Social Media Management:** Manage DIFF's social platforms (including X, Instagram, Facebook) to enhance digital reach by creating, posting, and engaging with relevant and stimulating content.

**Audience Engagement:** Sustain engagement with DIFF's loyal audience and customer base through dedicated general mailing lists and segmented groups like the DIFF Student Network and the Tanqueray 0.0% Film Club.

**Audience Loyalty and CRM:** Collaborate with the Head of Commercial & Marketing to develop an audience loyalty and digital CRM approach for DIFF 2025, utilising segmentation to maximise and sustain engagement.



## **October – April 2025**

*5 days a week*

**Timeline Development:** Work with the team to design a festival timeline with achievable milestones for key marketing outputs such as branding delivery, brochure design, program launch, and partnership activation.

**Communication Strategies:** Develop and implement effective communication strategies in collaboration with the Head of Commercial and Marketing and Marketing Manager to connect with new and existing audiences.

**Integrated Campaigns:** Execute integrated campaigns (digital, social, print, PR, and media) with the Marketing and Press teams to promote the international festival and its program.

**Festival Brochure:** Work with the Marketing Manager to drive the brochure delivery process - including design, content management, editorial and copywriting, proofing, printing, and distribution.

**Information Management:** Ensure smooth flow of information from submission databases to the website and ticketing platforms, ensuring ease of access, consistency, and clarity of detail.

**Bespoke Campaigns:** Deliver tailored campaigns for key festival events, strands, and programs, including partner and sponsor-led events, in coordination with the Marketing Manager.

**Festival Delivery:** Engage confidently with partners, audiences, and festival guests during the festival to ensure promotional plans are executed and engaging content is captured.

**Post-Festival Reporting:** Create comprehensive post-festival reports demonstrating the impact of marketing and promotional plans, compiling statistics and data into usable and shareable documents and presentations.

# Education and Experience

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- Minimum of 2-3 years of experience in marketing and communications, preferably in the arts, entertainment or cultural sector.
- Demonstrated experience in developing and executing marketing plans and communication strategies.
- Experience in managing social media platforms, website content, and email marketing campaigns.
- Familiarity with WordPress and similar content management systems.
- Proven track record of working flexibility on the ground at events or festival
- Experience in analysing marketing metrics and preparing reports.

# Skills and Abilities

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- Strong written and verbal communication skills, with the ability to create compelling content for diverse audiences.
- Excellent organisational and project management skills, with the ability to multitask and meet deadlines in a fast-paced environment.
- Proficiency in social media management tools and analytics platforms.
- Creative thinking and problem-solving abilities.
- Attention to detail and commitment to maintaining brand consistency.
- Collaborative team player with the ability to work effectively with cross-functional teams.
- Knowledge of digital marketing trends and best practices.
- Strong interpersonal skills, with the ability to engage with stakeholders, partners, and external vendors.
- Ability to adapt to changing priorities and work independently when necessary.

# Personal Attributes

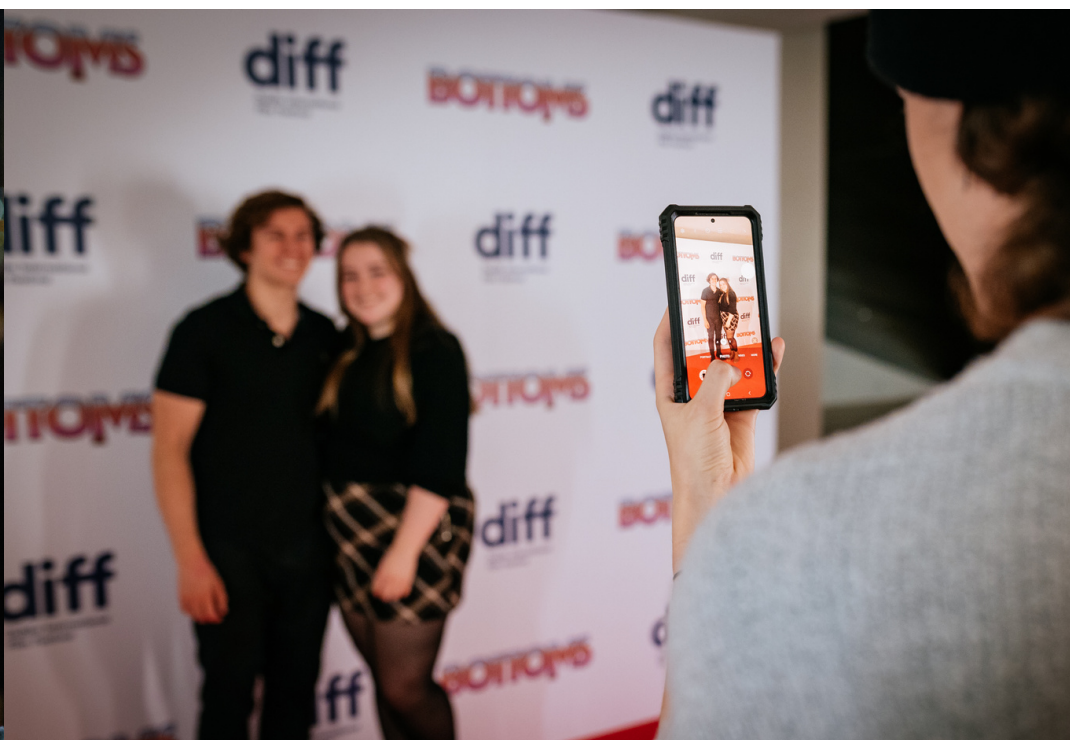
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- Passion for film, arts, and culture.
- Enthusiastic and proactive approach to work.
- Adaptability and willingness to learn new skills.
- Creative mindset with a flair for storytelling.
- Strong sense of initiative and self-motivation.
- Professional demeanour and ability to represent the organisation effectively.
- Cultural sensitivity and awareness of diverse audiences.

# Additional Requirements

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- Flexibility to work evenings and weekends during peak periods, particularly September and February
- Willingness to travel occasionally for events and programmes
- Proficiency in graphic design tools such as Canva or Photoshop / Illustrator is a plus.



# How to apply

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Please send CV and a covering letter detailing:

- Your interest in the role and DIFF
- How you meet the criteria above

Applications should be send to The Festival Manager at [manager@diff.ie](mailto:manager@diff.ie)

**Deadline: 4pm Thursday, 11th April 2024**

Interviews will be held at DIFF HQ at the Digital Hub, Dublin, D8 on **Wednesday 17th April.**

Applicants must be eligible to work in the Republic of Ireland. Dublin International Film Festival is an equal opportunities employer and welcomes applicants from all backgrounds and ethnicities.

