

WE ARE HIRING!

DIGITAL COMMUNICATIONS OFFICER

- 7-10 HOURS PER WEEK
- £18,900 P.A. (PRO RATA)
- APPLY BEFORE 10 JULY 2021



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cinemaattic

ABOUT CINEMAATTIC



Founded in 2010, CinemaAttic has established itself as "Scotland's leading Spanish cinema mavericks" according to *The Skinny*. Our handcrafted programming approach combines a strong research phase, audiovisual activism and a pinch of circus performance. Focusing on Ibero-American festival darlings, arthouse features and short films that are escaping UK distribution and Scotland's festival circuit, we aim to enrich Scotland's film exhibition scene by offering an active space for film discussion and public, open, and bold conversations about films and broader societal issues that matter.

Since the start of the pandemic, we have gone digital, having delivered a 13 week-long programme of free Cuarentena shorts, an ambitious Catalan Film Festival with a truly global reach, and a number of monthly screenings via our VOD platform FestHome. With cinemas and cultural venues now reopening, we too are returning to in-person film screenings where possible, but remain committed to making our programmes available online for the foreseeable future.

To help us promote our specialized film offering in a hybrid format going forward, we are looking for a Digital Communications Officer to join our dynamic international team of Ibero-American cinema enthusiasts.

ABOUT YOU

- A film enthusiast with a certain level of knowledge of the independent cinema scene (particular interest in Spanish & Latin American cinema is a bonus!).
- 2 years+ experience in arts and cultural events/film festivals promotion.
- You are a brilliant communicator with demonstrable skills in content creation, copywriting and delivering engaging digital campaigns across the various channels (Facebook, Twitter, Instagram – essential, basic Wordpress, newsletter and Youtube – desirable).
- Responsible and proactive, you are able to identify potential partnerships, discern and take advantage of the latest trends to engage with and grow audiences online.
- You are able to package and upsell a very specialized cultural product to diverse audiences in line with CinemaAttic's brand and identity.
- You are proficient in English and preferably have an Intermediate (or higher) level of Spanish, enabling you to source materials and engage with partners and directors from Spain and Latin America directly.
- Although we're based in Edinburgh, we are keen supporters of remote and flexible working, so wherever you are, we want to hear from you!
- Graphic design skills (e.g. Canva, Adobe Photoshop, etc.) are desirable, but not essential.

ABOUT THE ROLE

We are looking for a part-time Digital Communications Officer who can support our year-round film exhibition activity (monthly hybrid screenings as well as several festivals a year). As such, you will:

- Work closely with the Director and Programming team, contributing to the development and realisation of long-term marketing and communications strategy to increase nationwide and international awareness of the CinemaAttic brand and activities by providing creative input (text, visuals, imagery, key words) and social media activity evidence base for decision-making.
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- Devise, plan and deliver digital communications campaigns for our monthly in-person and online events and seasonal festivals, including:
 - Facebook, Twitter and Instagram: posts, tweets, stories, events, proactive engagement with relevant groups and communities;
 - Setting up and managing Facebook ads;
 - Engaging with key partners for cross-promotion and communications support; reaching out to relevant media for PR support (desirable: for major events).
 - Newsletter (desirable: familiarity with email marketing software, e.g., Mailchimp or Content Monitor);
 - Web content management (desirable: basic Wordpress functions).
 - Come up with ideas on how to maximise existing and new possibilities of social media and digital channels to effectively maintain and grow our digital presence, diversify and develop CinemaAttic audiences, and drive ticket sales.
 - Be eager to capitalise on our pre-recorded materials in CinemaAttic promotional activities, thus driving traffic to our Youtube channel.
 - Provide occasional support to research and evaluation by collecting audience feedback from across CinemaAttic social media platforms and providing the highlights of your digital campaign analysis.

You can expect to:

- Collaborate with the wider CinemaAttic team to better understand all aspects of running of the platform.
 - Have flexibility in relation to your working hours;
 - Have opportunities to see films and participate in film programming, take part in our live events, interview some of our guests, etc.
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HOW TO APPLY

Send us an email to info@cinemaattic.com **by 10 July 2021**, attaching:

1) **Your CV** (please include links to pages or campaigns you have managed to date whenever possible)

2) A one-page **cover letter** outlining what motivated you to apply and why you are the right fit for the job. If you can, elaborate on what you like the most about Ibero-American cinema: is it a specific director, a favourite short or perhaps a feature?

3) As **a test task**, please pick any programme of shorts from our CinemaAttic Cuarentena programme [here](#) and outline a draft campaign for Facebook, Twitter and Instagram, including but not limited to:

- a programme announcement;
- a CinemaAttic Vermut announcement;
- a sample daily post;
- a list of relevant partners, communities or individuals you would reach out to for cross-promotion and communications support.

Good luck - we look forward to hearing from you!

Interviews will be held on the w/c 19 July 2021.
