

## Director of Marketing and Communications

The Maryland Film Festival (MdFF), which owns and operates the historic Stavros Niarchos Foundation Parkway Theatre (SNF Parkway) in the Station North Arts District in Baltimore, Maryland, seeks an experienced Director of Marketing and Communications to develop and oversee the execution of the marketing, public relations and communications strategy and contribute to MdFF's organizational strategic operations. The Director will have an exciting opportunity to chart and achieve the next phase of growth of resources, partnerships and audiences for MdFF as well as to position the organization in the film landscape in the MidAtlantic region and globally. Reporting to the Executive Director and serving as an integral member of the senior leadership team, the Director of Marketing & Communications will be responsible for establishing a marketing and communications strategy, plan and campaigns for MdFF; directly managing the implementation of marketing and communications activities that position, promote, enhance and protect the organization's brand reputation. The Director of Marketing and Communications is responsible for the development, integration and implementation of a broad range of marketing and public relations activities relative to the strategic direction and positioning of MdFF, the SNF Parkway, and its leadership. The Director serves as an ambassador for MdFF and will need to build lasting relationships with the media, partners, and other publics. The Director's goal is to advance the organization's position with relevant constituents as well as to drive broader awareness, member and donor support for the organization.

The Director of Marketing and Communications is responsible for MdFF's varied and integrated marketing and communications products and services, including but not limited to: newsletters and other print publications; web, e-news and other online and digital communications; media and public relations; and 360 marketing campaigns. The Director is responsible for developing and driving MdFF's social media strategy.

### Responsibilities:

#### Vision, Strategy and Leadership

- Develop and implement an integrated, strategic marketing and communications plan to advance MdFF's brand identity; broaden awareness of and participation in its programs and priorities; and increase the visibility of its programs across key stakeholder audiences.
- Create a marketing and public relations strategy that will allow MdFF leadership to cultivate and enhance meaningful relationships with targeted external audiences, including the media and key stakeholders in the corporate, community, education and government sectors.
- Identify challenges and emerging issues faced by the MdFF, working with the leadership team and staff to recognize internal and external marketing and communications opportunities and solutions and to define and execute appropriate strategies to support them.
- Develop all elements of MdFF's social media presence, designing and driving MdFF's social media strategy and tactics.
- Serve as marketing and communications subject matter expert, internally and externally.
- Serve as brand ambassador at industry and community events.

#### Operations

- Oversee development of all MdFF print communications, including the annual report, marketing collateral and electronic communications; MdFF's website and new media, and advertising. Manage relationships and projects with associated vendors.
- Serve as spokesperson and lead point person on media interactions that help promote and/or impact MdFF.
- Exercise judgment to prioritize media opportunities, and prepare talking points, speeches, presentations and other supporting materials as needed.
- Actively engage, cultivate and manage press relationships to ensure coverage surrounding MdFF programs, special events, public announcements and other projects.
- Evaluate and enhance the website for SEO with a goal of driving qualified traffic to the website that leads to sales and engagement; maximize Google Analytics, and employ digital advertising tools to grow audiences.

- Manage all outsourced public relations and advertising services and contracts.
- Review and upgrade tracking and analysis systems to measure and evaluate the effectiveness of all marketing and communications activities to drive insights, decision-making and impact.

#### Team Development and Management

- Oversee the day-to-day activities of the Marketing and Communications department, including budgeting, planning and staff development.
- Recruit and manage department staff to support the development and execution of the marketing and communications strategy.
- Mentor and develop staff using a consistent, supportive and collaborative approach.
- Establish and monitor staff performance, and develop goals, assign accountabilities, set objectives, establish priorities, conduct performance appraisals, and administer salary adjustments, as directed by the Executive Director.

#### Qualifications

- Demonstrated experience and leadership in managing comprehensive strategic marketing and communications, media relations and marketing programs and campaigns to advance MdFF's mission and goals.
  - Minimum five years experience in a senior management role, either in-house or with an agency.
  - Minimum five years experience in developing and implementing social media strategies.
  - Bachelor's degree in marketing, communications or a related field is required. An advanced degree is preferred.
  - Demonstrated skill and comfort in proactively building relationships with top tier partners and in successfully positioning subject matter with the media and other publics to achieve local, regional and national recognition.
  - Innovative thinker, with a track record for translating strategic thinking into action plans and output.
  - Experience in building, mentoring and coaching a marketing and communications team.
  - Excellent judgment and creative problem solving skills, including negotiation and conflict resolution.
  - Superior management skills; ability to influence and engage direct and indirect reports and peers.
  - Ability to make decisions in a changing environment and to anticipate future needs.
  - Energetic, flexible, collaborative and proactive; a team leader who can positively and productively impact strategic and tactical initiatives.
  - Outstanding written, oral, interpersonal and presentation skills and the ability to effectively interface with senior management, MdFF's Board of Directors, staff and stakeholders.
  - Ability to operate as an effective strategic and tactical thinker.
  - An excellent and persuasive communicator.
  - Active interest in and knowledge of independent, international and art house cinema highly desired.
  - Valuable but not required:
    - Interest in Baltimore's film, arts and cultural community
    - Experience with Adobe Creative Suite, Wordpress CMS, ticketing systems, Privy
    - Knowledgeable about SEO, Pixels, Facebook and Google Ad Manager
    - Experience producing videos, podcasts and/or slideshows for web and in-theater promotions.
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MdFF provides a competitive salary and compensation package.

#### **About the Maryland Film Festival**

The mission of the Maryland Film Festival (MdFF) is to bring films, filmmakers, and audiences together in a friendly, inclusive atmosphere that reflects the unique aspects of our community, while participating in and adding to the larger film dialogue across the country and across the world. Film for Everyone.

The MdFF owns and operates the Stavros Niarchos Foundation Parkway Theatre, a 1915 Renaissance Revival style theatre, renovated and reopened in May 2017, as well as the annual five-day Maryland Film Festival.

In the fall of 2018 MdFF adopted a five-year plan to fully realize its role in Baltimore and the field as a respite for filmmakers, a world-class destination for cinema, and a stalwart advocate for the democratizing the power of story, as told through film, and expressed through each individual storyteller's voice. The SNF Parkway functions as a multi-disciplinary film, community, and education hub serving a broad cross-section of the Baltimore public and beyond. MdFF plans to leverage the powerful assets of the Johns Hopkins University, Maryland Institute College of Art and surrounding campus communities to function as a vibrant, regional nerve center for dialogue, discussion, and debate on the key issues of the day, with film as the central axis in broad public discussions. Through programming, education and community ventures, MdFF will establish a year-round a platform for "all" voices that are reflective of the diverse population of greater Baltimore and the nation.

To achieve this new strategic vision and plan, MdFF is making a major investments in capacity building and infrastructure, including significant investments in institutional advancement.

Since 2017, the SNF Parkway has welcomed more than 120,000 moviegoers and screened 700 films, from over 60 countries. MdFF has created a world-class cinema program with films from every era, regional and genres, with a focus on supporting emerging filmmakers, and offering audiences an immersive new window into the art form. Many films and events are not offered anywhere else in Baltimore. MdFF is becoming a vibrant regional nerve center – a civic commons for great film, dialogue and innovators and a center for contemporary moving image.

For more information about MdFF and the SNF Parkway, visit [www.mdffilmfest.com](http://www.mdffilmfest.com)