



SNF PARKWAY THEATRE

Home of the Maryland Film Festival

MARKETING ASSOCIATE
POSITION DESCRIPTION

www.mdfilmfest.com | jobs@mdfilmfest.com

ABOUT THE SNF PARKWAY THEATRE/MARYLAND FILM FESTIVAL

The Maryland Film Festival (MdFF) owns and operates the historic Stavros Niarchos Foundation Parkway Theatre (SNF Parkway) in the Station North Arts District in Baltimore, MD. The mission of the Maryland Film Festival 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.

ABOUT THIS OPPORTUNITY

The Marketing Associate will support the Director of Marketing and Communications in promoting and advancing the SNF Parkway/MdFF's brand and mission, primarily by managing our digital media channels and Movie Club membership program. The Marketing Associate will play a critical role in helping to grow, engage, and retain SNF Parkway/MdFF's audiences. This position will have an exciting opportunity to support the Director of Marketing and Communications in charting the institution's next phase of growth in Baltimore, the Mid-Atlantic region, and beyond.

KEYS TO SUCCESS:

To be successful in this job, you will excel in these areas:

- Writing: You have a gift for engaging a wide range of audiences through your writing and inspiring them to take action.
- Eye for design: You excel at using graphic design best practices to make brands stand out.

KEYS TO SUCCESS, CONTINUED:

- Content marketing: You can easily identify the stories and hooks that draw audiences in and keep them engaged through storytelling on social media and other digital media platforms. From gifs to videos, you are passionate about using digital media to increase audience engagement.
- Relationship building: You can easily connect with a wide range of people across lines of difference to foster collaboration.

ROLES & RESPONSIBILITIES

Digital Media Management + Content Marketing

- Lead content marketing efforts and design content plans that build, support, and track the success of SNF Parkway/MdFF's digital media profiles and presence, including Facebook, Instagram, LinkedIn, Twitter, and potentially additional channels.
- Collaborate with the programming team, community partners, and artists to produce relevant content that engages key audiences.
- Post daily on social media channels
- Maintain an editorial calendar and report weekly on key performance metrics.
- Manage livestreaming, as needed.
- Listen and engage in relevant discussions about the organization and/or industry, both with existing customers and with new audiences.
- Produce long-form content, including selected film writing for website, email newsletter, social media, and printed materials.

Membership Program

- Assist the Director of Marketing with managing and significantly expanding the membership program.

ROLES & RESPONSIBILITIES, CONTINUED

- Lead member relations efforts, including but not limited to customer service, benefits delivery, and communication (weekly member email newsletter).
- Plan and produce monthly member-focused special events as well as member-focused events during the annual Maryland Film Festival.
- Implement regular communications to lapsed/lapsing members to drive renewals.

Website Management

- Manage website updates and assist with copywriting and proofing.
- Report weekly on key performance metrics for the website.

Email Newsletter

- Manage SNF Parkway/MdFF's email program and incorporate best practices and industry-relevant trends.
- Report weekly on key performance metrics.

Community Outreach Support

- Help to identify and support outreach to special-interest and affinity groups.
- Assist with creating and maintaining an outreach activities schedule.
- Occasionally represent the organization at community events.

General Marketing Support

- Collaborate with the Programming, Operations, and Development teams to unify marketing and communications efforts.
- Develop and implement promotional opportunities and events (contests, creative promotions, etc.) to gain additional exposure for the SNF Parkway and MdFF.
- Respond to customer inquiries via social media messaging apps, phone calls, and emails.
- Work effectively both independently and as part of a team.

CANDIDATE PROFILE

You could be our next Marketing Associate if you have:

- Bachelor's degree or equivalent work experience
- Passion for, and strong knowledge of, film and cinema
- Strong commitment to Baltimore and the arts
- Strong grasp of content marketing best practices
- Excellent communicator and creative thinker
- Understanding of basic graphic design principles
- Experience using social media publishing platforms like Buffer
- Knowledge of basic HTML
- Proficiency in Microsoft Office Suite
- Basic knowledge of Adobe Photoshop and InDesign

Preferred skills:

- Basic experience creating videos for social media
- Experience using Adobe Creative Suite
- Salesforce/Pardot
- Wordpress

COMPENSATION, BENEFITS AND SCHEDULING

MdFF provides a competitive salary and compensation package, including health care benefits and paid time off. The salary for this position is \$40,000. Must be available to work evenings and weekends, as needed.

COVID-19 VACCINATION POLICY

Currently our COVID-19 vaccination policy and requirement for all full and part time staff includes providing proof of full vaccination with a COVID-19 vaccine approved and authorized by the CDC. All full and part-time MdFF staff must provide proof of full vaccination and a booster approved and authorized by the CDC.

HOW TO APPLY

Please submit a cover letter, resume or portfolio, and contact information for 3 professional references to jobs@mdfilmfest.com with the subject line - "Marketing Associate position". Applications will be reviewed on a rolling basis, and the position will remain open until filled. No phone calls please.

The Maryland Film Festival does not discriminate in employment on the basis of race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, membership in an employee organization, retaliation, parental status, military service, or other non-merit factor.