



Irish Film Institute

Job Description

Job Title: IFI Player Coordinator

Overview

The Irish Film Institute is Ireland's national cultural institution for film. At the IFI's historic home in Eustace Street, Temple Bar, our diverse audiences and loyal members enjoy our 3 cinemas, IFI Irish Film Archive's research and access facilities, IFI Film Shop and IFI Café Bar.

The IFI has developed strategic objectives around three core activities:

- **EXHIBIT** Providing audiences throughout Ireland with access to the finest independent, Irish and international cinema
- **PRESERVE** Preserving and promoting Ireland's moving image heritage through the IFI Irish Film Archive
- **EDUCATE** Providing opportunities for audiences of all ages and backgrounds to learn and critically engage with film through IFI Education

Purpose of Job: to manage the IFI Player in order to create online access to a range of IFI programmes and collections that are stored and preserved in the IFI Irish Film Archive. Developing audiences for film is core to the IFI, and to engage and reach new audiences with stimulating programmes thus providing online access to the IFI Irish Film Archive collections.

Reporting to: Public Affairs and Marketing Director

Key Relationships: Head of Archive, Digital Collections and Access Manager

Job Description

- In consultation with relevant IFI staff curating engaging content for the player from the IFI Irish Film Archive collections
- Clearing copyright with content rights holders and updating the rights information database
- Writing high quality, engaging and informative copy on films within in the IFI Player
- Digitising, cataloguing, editing and managing all assets for the IFI Player within agreed IFI protocols and procedures
- Working with different AV digital and tape formats
- Shooting and editing Promotional material for various releases and in-house events

- Working with the IFI Marketing team to develop and design visually interesting and engaging online campaigns attracting high numbers of visitors through social media channels such as Facebook, Twitter, YouTube and Instagram; and create socially engaging content through blogs, video stings and e-marketing strategies
- Working with the Marketing team to develop search engine optimisation (SEO) strategies to increase number of visitors to the IFI Player by getting high-ranking placements in search results
- Using online analytics to ensure that IFI Player is constantly engaging with a wide spread of audiences and regular reporting to the Marketing team on IFI Player metrics
- Monitoring, flagging & dealing with any potential issues that arise on the IFI Player
- Working closely with the Marketing Director to develop the player commercially and identifying opportunities available
- Any other duties as deemed appropriate by Public Affairs Director

The skills and competencies that you are expected to demonstrate

- Proficient editing skills, experience with Avid Media Composer and Adobe editing suite (After Effects, Photoshop)
- Must have experience working with developers and be familiar with app developer consoles (Apple, Google Play, Roku and Amazon)
- Experience shooting and editing Promotional material
- Familiarity with different AV digital file and tape formats
- Ability to work within IFI digital preservation and access protocols
- Experience with databases and familiarity with metadata schemas
- Cataloguing experience and knowledge of descriptive standards
- Strong project management or organisational skills
- Familiarity with Wordpress and various other CMS, working with commercial Youtube and Facebook accounts and basic video editing and online publishing skills are an advantage
- Comprehensive knowledge and understanding of social media platforms and digital trends (Facebook, Twitter, YouTube, Instagram, etc.)
- Excellent copywriting and communication skills
- Enthusiasm, flexibility, excellent interpersonal and communication skills, ability to work independently, teamwork, excellent organisational skills, excellent time and project management skills, be motivated, energetic and results driven.
- Candidate must have an active interest in Arts, Culture and Film, in particular understand the importance of Moving Image heritage

Application Process:

Please email letter of application with CV to slyons@irishfilm.ie by Friday November 16th