



Irish Film Institute

IFI Marketing Assistant

- 6 month contract
- Salary €26,161 (per annum)

Overview of IFI

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; and our four digital streaming platforms, IFI@Home, IFI Archive Player, IFI@Schools and IFI International.

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

Overview of Job Description

The IFI is seeking to appoint a Marketing Assistant to join the Marketing team. This will cover work across the IFI Monthly Programme, physical material delivery such as quad posters and standees, and coordination between external partners including printers, mailing houses and distributors. The incumbent will report to the Acting Head of Marketing, and will be responsible for the effective coordination of assets, design, print and postage of printed materials.

Key Job Purpose

Responsibilities include the following key areas:

- Coordination of season, festival, and monthly programme schedules
- Coordination of copy, images and film info for each monthly brochure event or new release
- Proofing evolving editions of programmes, flyers and festival collateral
- Working closely with programme designers and other IFI departments, tracking timelines and delivery of materials
- Ensuring materials are printed and delivered in a timely manner
- Postage of printed brochures, collating mailing lists, updating CRM

Specific Duties

- Liaise with all relevant IFI departments on the delivery of programme assets.
- Collate programme copy in line with IFI style guide, ensuring all copy is uniform in format.
- Proof copy and film info thoroughly, with an attention to detail.
- Update trackers as copy, images, trailers and film classifications are delivered.
- Plan ahead to future programmes, circulate deadlines, follow up on outstanding materials.
- Track deliverables and ensure timelines are reached cross-departmentally each month.
- Circulate programme assets to external design teams in a timely manner, communicating vision for completed materials in a succinct and clear way.
- Work with staff across the organisation to ensure that marketing collateral is delivered to the highest standard, in line with project timelines.
- Communicate with printing and mailing companies on timely delivery of materials directly to the Institute, and to IFI Members, Friends and Expired Members.
- Liaise with urban distribution companies on business to business distribution of materials.
- Assist with coordination of materials for in-house design - tracking signage, poster spaces, and digital screens across IFI public spaces to flag updates as required.
- Source and resize portrait posters for IFI releases and special events to display across Now Showing screen displays.

The ideal Candidate should:

- Prior professional Marketing experience.
- Have strong organisational skills, with a focus on updating databases and colleagues as materials come in.
- Have a third level Marketing qualification or equivalent.
- Have strong interpersonal skills, with effective written and verbal communication.
- Be proactive in seeking outstanding materials and coordinating projects.
- Be target driven and deadline-aware.
- Have an eye for design and how this feeds into proofing printed materials.
- Be able to navigate coinciding deadlines across multiple projects.
- Have excellent project-based skills with an eye on deliverables.
- Have an ability to work in a busy work environment with a high level of time management.
- Have excellent project management skills, be motivated, energetic and results driven.
- Possess a natural capacity to facilitate productive relationships with suppliers, staff, the wider management team at IFI.
- Be familiar with Dropbox, WeTransfer, Google Drive and other file transferring software.
- Have excellent Microsoft Excel skills.
- Be analytical in project planning and project debrief meetings.

Application Process:

This role is offered as a 6 month-contract with potential for extension. Please email a letter of application with CV to fwilde@irishfilm.ie by Wednesday, February 1st at 5pm.

The IFI is an Equal Opportunities Employer and welcomes applications from all sections of the community.