



Irish Film Institute

IFI Digital Platforms Assistant

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 has developed online platforms that present IFI programmes across various IFI departments: the Cinema Programming platform IFI@Home; IFI Irish Film Archive platform the IFI Archive Player; an Education portal IFI@Schools; and an IFI International Player. The IFI is seeking to appoint a Digital Platforms Assistant who will support the Digital Platforms Manager in delivering and maintaining these assets. The contract will initially be a fixed term 2-year full-time rolling contract.

This job description provides an outline of the key day-to-day and strategic responsibilities of the role.

Job Description

Online Platform Admin Duties

- Liaising with IFI staff, film producers, distributors or sales agents to upload assets to all platforms
- Working closely with the Digital Platforms Manager to fulfil film releases, festivals and deadlines on all platforms within a set timeline
- Clearing copyright with content rights holders and updating the IFI Archive Player rights information database if required
- Keeping track of uploads and ensuring all content is uploaded at the correct time
- Ensuring all licensor details, prices, promo codes and metadata on each platform is accurate
- Writing high quality, engaging and informative copy on films or collections if required
- Ensuring all aspects of the online customer journey are clear, cohesive and visually engaging
- Monitoring and flagging any potential issues that arise on IFI Platforms and reporting to the Digital Platforms Manager

- Providing support for customer service function related to the platforms including email queries, public facing queries, or liaising with the relevant contact point at IFI, with customer service support including occasional weekend or evening support as required
- Pulling statistical information across all platforms and working with marketing to collate audience information
- Providing engaging creative assets including online platform posters, trailers, social graphics
- Assisting with day-to-day IFI marketing administration, from sales tracking to asset tracker maintenance
- Any other duties as deemed appropriate by Digital Platforms Manager

Technical Support

- Liaising with sales agents/ production houses/ filmmakers if necessary to provide a technical guide of acceptable file formats for all online platforms (noting compression, aspect ratio, subtitles, CC, syncing etc.)
- Liaising with IFI Archive staff on delivery of assets preserved in the archive for upcoming IFI Archive Player releases
- Preparing IFI Archive material (noting quality, aspect ratio, adding IFI watermark etc.) for upload on the IFI Archive Player
- Preparing or editing any supplementary video content (trailers, bonus material, social content) for each platform if required
- Using Vimeo and Wordpress to add assets and collections to the IFI Archive Player
- Ensuring that all assets are QC'd in appropriate time and any issues reported to the IFI Digital Platforms Manager

Skills Needed

- Basic editing skills and/or experience of working with Adobe Creative Cloud (Premiere Pro, Photoshop, After Effects)
- Familiarity with different AV digital files and tape formats
- Ability to work within IFI digital preservation and access protocols
- Strong organisational skills and attention to detail
- Experience of working with a range of online platforms including WordPress & Vimeo
- IT experience. Familiarity of CMS and VMS systems is an advantage
- Comprehensive knowledge and understanding of social media platforms and digital trends
- Excellent copywriting and communication skills

The ideal Candidate should:

- Be an enthusiastic, flexible person, with outstanding interpersonal and communication skills, who will be able to work effectively on their own or as part of a dynamic team
- Have high organisational skills, excellent copywriting skills and have knowledge in all online marketing channels
- Have excellent IT, metadata creation and cataloguing experience and be familiar with the management of digital assets and the use of databases
- Have excellent time & project management skills and have an ability to work in a constantly busy work environment with a high level of time management
- Be motivated, energetic and results driven
- Have a genuine interest and passion for film and film culture

Application Process

CV and a short cover letter outlining why you feel you are suited to this position should be sent to IFI Digital Platforms Manager Saskia Vermeulen by 5pm on Wednesday, February 7th. Please note that interviews will take place via Zoom w/c Monday, February 12th 2024.

Job Type: Full-time

Salary: €26,684 per year

Benefits:

- Additional leave
- Bike to work scheme
- Employee discounts
- Enhanced Sick pay
- Store discount
- Hybrid working options

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

