

Position: Wildscreen Festival Marketing Content Creator
Location: Central Bristol
Contract: Freelance, 28 days, August – November 2016
Fee: £5,000 (approx. 28 days @ £175 per day)

The role

We are looking for an experienced, driven and creative marketing expert to support our small, dynamic and ambitious team to plan and execute the marketing and communications strategy for the Wildscreen Festival 2016.

About Wildscreen

Wildscreen is an award-winning wildlife conservation charity. Our goal is to convene the world's best filmmakers and photographers with the most committed conservationists to create compelling stories about the natural world; that inspire the wider public to experience it, feel part of it and protect it.

We are powered by an ecosystem of projects:

[Wildscreen Arkive](#) - the world's leading online natural world encyclopaedia;

[Wildscreen Exchange](#) - a unique global hub that empowers conservation organisations by connecting them with world-leading filmmakers and photographers to create ground-breaking communications about our natural world.

[Wildscreen Festival](#) - the internationally renowned festival that celebrates and advances the art of natural world storytelling.

The Wildscreen Festival takes place between the 10-14 October 2016 in Bristol, UK. For over 34 years the Festival has been the global leader in convening the very best filmmakers, photographers, broadcasters, technologists and conservation organisations. The Festival defines industry agendas, providing unique access to the sector's most influential and innovative thought-leaders and decision-makers. It delivers an unrivalled programme of c. 150 events includes sessions, masterclasses, screenings and social events for the industry as well as an expanding collection of public-facing events across the city.

It is also home to the illustrious Wildscreen Panda Awards or 'Green Oscars' honouring the most remarkable achievement in the craft of natural world film and TV.

Main duties and responsibilities

Project Management

- Develop, manage and implement a marketing and communications plan for the Wildscreen Festival 2016 for both the industry and public elements of the Festival;

- Work with the Festival team to deliver and monitor content for the Wildscreen website, social media, online marketing, advertising and web and e-marketing;
- Working with the Operations Manager, monitor ticket sales and adapt the marketing plan accordingly;
- Develop a strategy for, implement and manage the festival's online and social media campaigns;
- Coordinate the production and management of all print materials and media assets;
- Coordinate the delivery of the live event marketing during the Festival week, supervising a small team of marketing volunteers during the Festival;
- Assist in the procurement and coordination of the event photographer and videographer, prepare event recording schedule and targets and shot lists.
- Collect analytics and data for partners and sponsors for post-Festival reporting;
- Attend post festival debrief session, providing constructive feedback and suggestions for improvement;

Press & PR

- Work with Pam Beddard PR on the delivery of local, regional, national and international press campaigns;
- Work with the Festival team to ensure sponsor and partner branding and marketing activation are delivered;

General Marketing Responsibilities

- Campaign and evergreen copywriting for website, print collateral, social media and press releases;
- Assist in the coordination of signage and branding, maximising visibility and at festival venues and the city;
- Oversee print distribution for public events programme

Person Specification

The ideal candidate will be a dynamic, highly-motivated individual with a real willingness to get stuck in. You'll relish the opportunity to make a real difference to our small, nimble but hugely ambitious charity.

Skills & Experience

Essential skills and experience:

- Experience of developing and delivering successful marketing plans and campaigns that increase awareness and engagement across both online and offline channels, at a local, regional and international level.
- Strong knowledge of Outlook, Word, Excel and good general computer literacy.
- A working knowledge of design packages such as Photoshop, Illustrator and InDesign.
- Experience of publishing content online using a CMS, social media and / or email marketing software.
- Knowledge and experience of delivering successful SEO campaigns and a working knowledge of Google Analytics.
- Experience of working with and supervising interns and volunteers.
- Excellent communication and networking skills.

- Excellent copywriting, editing and proofreading skills, with the ability to adapt style to suit the intended platform and audience.

Desirable:

- Experience in a festival or live events marketing department;
- Knowledge of the wildlife and environmental film and TV

The successful candidate will also have:

- The availability to work full-time on-site during the Festival itself (10-14 October 2016).
- High levels of self-motivation, with the ability to act on own initiative, but also to work as part as a team.
- An enthusiastic and flexible approach to managing a busy workload and problem-solving.
- The ability to maintain a high level of confidentiality, discretion and professional integrity.
- The commitment to playing a full active role in the success of the Wildscreen Festival 2016.

Application Process

To be considered for this role, please submit an expression of interest to:

jobs@wildscreen.org.uk.

Deadline for applications: **Sunday 7 August 2016 at 5pm.**