

Position: Marketing Director

Reports to: Executive Director

Supervises: Marketing Manager, Graphic Designer

JOB SUMMARY

The Marketing Director will develop, establish and maintain marketing strategies to meet organizational objectives and support PFS' mission. The Marketing Director reports to the Executive Director and will be responsible for managing the organization's marketing, advertising, and promotional activities, including setting and monitoring adherence to branding guidelines. This job is considered to be a permanent, year-round, full-time position.

Essential Responsibilities: Responsibilities of the Marketing Director include, but are not limited to:

- Strategize concepts for a marketing and advertising plan to promote PFS' mission and programs to the widest possible audience within the allotted budget
- Coordinate with the Marketing Manager and other departments to produce an annual communications calendar that prioritizes messaging and establishes marketing initiatives for the year
- Oversee the creation of consistent brand identity for PFS, including defined standards, guidelines, messaging, and imagery
- Oversee the organization's online presence, including social media content and the PFS website
- Oversee and contribute to the creation of a wide variety of promotional materials across departments, working closely with the Programming, Development, and Events departments. Types of projects include, but are not limited to, brochures, invitations, and television/radio ad copy
- Manage the rollout of major announcements, including but not limited to new programs, special events, facilities enhancements, and fundraising initiatives.
- Work closely with the Director of Development to create and implement a communication and promotional plan for increased donor engagement
- Create and leverage community and corporate partnerships and cross-promotional opportunities
- Lead a rebranding campaign and strategize with outside branding agency

Film Festival

- Create and implement a dedicated communication and promotional plan for the annual Philadelphia Film Festival
- Facilitate media sponsorships and advertising purchases in advance of and during the Festival

- Oversee the development of marketing support materials to assist staff in sales and promotion efforts before and during the Film Festival

Marketing Analysis

- Conduct market research to determine current marketing trends and make informed recommendations for the successful promotion of existing and future PFS programs
- Conduct periodic reviews of marketing goals to evaluate the effectiveness of current efforts and justify future expenditures

Department Infrastructure & Oversight

- Participate in the planning and review of annual marketing department budget, and manage expenses for all marketing and advertising efforts
- Supervise the Marketing Manager and Graphic Designer
- Set and track project schedules, negotiating the multiple levels of approval required to complete projects on time, on budget, and on strategy
- Attend Board of Directors meetings and prepare monthly, quarterly, and annual reports with metrics as requested by the Executive Director
- Act as staff liaison to the Marketing Committee by attending all meetings and presenting strategies and their results
- Adhere to the annual marketing budget while maximizing exposure and reach
- Track marketing expenditures to justify continued and future expenditures
- Maintain relationships with marketing partners
- Effectively manage and support Marketing Department staff

Requirements:

- BA/BS in Marketing, Communications, or relevant field
- 5-7 years in experience in marketing for non-profit organizations
- Strong brand messaging and creative experience
- Understanding of integrated marketing tools and strategies
- Experience in a supervisory role
- Highly analytical and experience drawing informed conclusions from data
- Excellent written communication skills
- Knowledge of the film industry and a passion for the medium