DIRECTOR OF COMMUNICATIONS & MARKETING

Position type: Full-Time
Pay range: $70,000 - $90,000
Location: Hybrid (at least two days in Center City office)

Transforming Philadelphia through the power of film.

As the producer of the Philadelphia Film Festival and creative force behind the Philadelphia Film Center, PFS Bourse Theater, and PFS East Theater, the Philadelphia Film Society (PFS) raises awareness of film as an important art form in Philadelphia and serves as a vital piece of the city’s arts and culture community.

Reporting to the Chief Operating Officer (COO) the Director of Communications & Marketing will work to increase awareness of the organization locally and regionally as it seeks to provide inclusive and equitable access to film. This position will directly manage all activities that promote and enhance the organization's brand and expand its audiences and revenue streams.

PRIMARY DUTIES AND RESPONSIBILITIES

- Develop and implement an integrated strategic communications and marketing plan and budget to achieve organizational business objectives including expanding awareness of PFS as a nonprofit membership organization with curated and educational programming, increasing contributed income, and growing attendance at PFS theaters.
- Plan and oversee advertising and promotional activities including local and regional placements in print, broadcast, digital media, and direct mail.
- Create content for and manage production of print and electronic communications including the annual report, marketing collateral materials, PFS’s website, eCRM platforms, and new media.
- Write and distribute media releases and media press kits for year-round and educational programming, the annual Philadelphia Film Festival (PFF), board and staff appointments, the capital campaign, and other special events.
- Actively engage, cultivate, and manage press relationships and other key business, community, strategic, and cultural partners to develop marketing and promotional opportunities.
- Serve as a spokesperson and lead point person on media interactions that help promote and/or impact the organization.
- Handle media inquiries and interview requests.
- Manage the Communications & Marketing Coordinator and Graphic Designer to support the development and execution of the marketing and communications strategy as a team.
- Partner with local and regional cultural, arts, and tourism organizations.
- Foster and maintain network of contacts with communications and marketing counterparts in film organizations and festivals.
- Maintain a keen understanding of the arts and culture sector, as well as film industry trends, and make appropriate recommendations regarding communication and marketing strategy surrounding them.
- Conduct market research to identify key demographics to maximize market opportunities and identify challenges.
- Ensure that brand and style guidelines are adhered to across the organization.
- Maintain media files and databases.
- Act as staff liaison Board Marketing Committee and provide departmental activity reports to present.
- Work with and manage relationships outside vendors and consultants as needed.
- Other duties as assigned.
SKILLS

- Innovative thinker, with a track record for translating strategic thinking into action plans and output.
- Exceptional written, oral, interpersonal, and presentation skills and the ability to effectively interface with senior management, PFS's Board of Directors, and staff.
- Strong communication skills with a proven ability to prioritize multiple projects, meet deadlines, and produce outstanding results in a fast-paced nonprofit environment.
- Creative and thoughtful on how new media technologies can be utilized.
- Energetic, flexible, collaborative, and proactive; a team leader who can positively and productively impact both strategic and tactical finance and administration initiatives.
- Microsoft Office and Adobe Creative Suite software proficiency required. Experience working in WordPress and experience with CRMs is strongly desired.

QUALIFICATIONS

- Bachelor’s degree in marketing, communications, or related field is required.
- At least five years of nonprofit marketing experience including at least three years of experience in a senior management role.
- Track record of raising visibility for key organizational priorities including membership campaigns, fundraising and capital campaigns, volunteerism, and event participation.
- Proficiency in leading a multichannel nonprofit marketing platform, with a strategic understanding of best practices in brand development, content development, website, social media, digital advertising, and paid search.
- Experience in proactively building relationships with top-tier reporters and editors, and in successfully positioning subject matter with the media to achieve high-impact placements.
- Writing and editing experience (externally focused) with a variety of print and online communications media.
- Experience in marketing budget development and managing spend.
- Experience identifying KPIs and using data to measure ROI on marketing strategies and campaigns.
- Personal qualities of integrity, credibility, and a commitment to and passion for PFS’s mission.
- Experience and familiarity with Philadelphia and the film and cultural community a plus.
- Fully vaccinated and boosted against COVID-19 by hire date.

Salary and benefits are competitive and commensurate with experience. The information in this job description indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, or be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications, and objectives required of employees assigned to this job, nor is it to be interpreted as a contract for employment. PFS is an Equal Opportunity Employer. Recruitment, hiring, promotions, and other terms, conditions, and privileges of employment shall be maintained in a manner that does not discriminate on the basis of age, race, creed, color, national origin, sex, sexual orientation, gender expression, marital status, physical or mental disability, veteran status, or military status, or in violation of any applicable Federal, state or local legislation.