



DIRECTOR OF MARKETING

Position type: Full Time

Pay range: \$55,000 - \$65,000

Location: Hybrid (at least two days per week in the 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, and PFS Bourse 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), and serving as an integral member of the senior management team, the Director of Marketing will work alongside the Director of Communications to develop a comprehensive marketing and communications strategy to introduce PFS to new audiences as it seeks to provide inclusive and equitable access to film. This position will directly manage marketing activities that promote and enhance the organization's brand and increase ticket and membership revenue and donor support.

PRIMARY DUTIES AND RESPONSIBILITIES

Essential Responsibilities:

- Marketing Strategy, Vision, and Leadership
- Develop and implement an integrated strategic marketing plan to advance PFS' brand identity; broaden awareness of its programming, and increase the visibility of its programs across key stakeholder audiences
- Expand and diversify the audiences PFS is reaching. Together with the Director of Communications build cohesion of marketing and communications across departments to amplify the PFS brand, and maximize awareness of, and engagement with, our theaters and programs.
- Identify challenges and emerging issues faced by the organization. Work with the leadership team and staff to recognize internal and external marketing opportunities and solutions, and define and execute appropriate strategies to support them.
- Liaise with the board marketing/communications committee

Marketing Operations

- Oversee development of all PFS print communications including the annual report, marketing collateral materials, and electronic advertising including PFS' eCRM platforms, and new media; manage relationships with associated vendors.
- Assist the development team with corporate fundraising by attending meetings with current and potential corporate funders. Contribute to proposals, help pitch proposals, build marketing strategies for corporate-funded campaigns, and interact regularly with corporate partners.
- Use understanding of current best practices in online giving and peer-to-peer fundraising to work with internal team to build and execute strategy for email, paid search, and display advertising
- Develop and monitor key performance indicators (KPIs) on marketing efforts across all platforms
- Oversee the day-to-day activities of the marketing function including budgeting, planning, and staff development

Team Development/Management

PHILADELPHIA FILM SOCIETY

PFS Bourse Theater | Philadelphia Film Center | Philadelphia Film Festival

1412 Chestnut Street | Philadelphia, PA 19102 | www.filmadelphia.org | 267-239-2941 | info@filmadelphia.org



- Together with the Director of Communications, recruit and manage the Communications & Marketing Coordinator and Graphic Designer to support the development and execution of the marketing and communications strategy as a team. Hire and supervise the ad sales representative.
- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality
- Mentor and develop staff using a supportive and collaborative approach consistently
- Establish and monitor staff performance and development goals, assign accountabilities, set objectives, establish priorities, conduct annual performance appraisals, and administer salary adjustments

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' 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 & capital campaigns, volunteerism, and event participation
- Experience in marketing budget development and managing spend
- 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 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 based on 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.

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