

MARKETING & COMMUNICATIONS COORDINATOR

Position type: Full-Time

Pay range: \$45,000 - \$47,500

Location: Hybrid (at least two days a 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 directly to the Director of Communications, the Marketing & Communications Coordinator will support the Marketing & Communications team with the development, planning, and implementation of annual marketing and communications plans.

PRIMARY DUTIES AND RESPONSIBILITIES

- Assist with the development, implementation, and evaluation of annual marketing and communications plans to advance PFS's brand identity and broaden awareness of its programming, special events, membership, fundraising initiatives, and mission
- Participate in the development of promotional initiatives by developing concepts, brainstorming activation ideas, assisting with execution logistics, and recapping
- Coordinate the development of marketing collateral that aligns with brand standards and oversee the distribution
- Assist with the design and implementation of content for social media including video creation and editing
- Manage the production and maintenance of venue signage
- Assist with brand monitoring, including use of the PFS logo, copywriting, copyediting, and proofreading any collateral or information distributed from the organization
- Oversee grassroots marketing campaigns including but not limited to Friends of the Festival, Campus Ambassadors, Reels & Deals, Pregame, etc.
- Assist with website updates and maintenance
- Review and ensure the quality of marketing distribution lists; create and update lists as needed
- Monitor and report email, website, and social media analytics
- Assist with building presentation materials to communicate and visualize campaign recaps, media plans, budgets, and performance reports
- Other duties as assigned

SKILLS

- Knowledge of the current media advertising landscape and a passion for marketing
- Ability to develop constructive and cooperative working relationships with others; is adept at creating a positive, collaborative and entrepreneurial work environment
- Excellent verbal and written communication skills with exceptional attention to detail
- Knowledge of MS Office Suite
- Proficiency with Adobe Creative Suite, Adobe Acrobat, and major graphic/video file formats
- Maintains professional growth and development through continuing education, including participation in conferences, workshops, and professional affiliations

PHILADELPHIA FILM SOCIETY

Philadelphia Film Center | PFS Bourse Theater | Philadelphia Film Festival
1412 Chestnut Street | Philadelphia, PA 19102 | www.filmdelphia.org

QUALIFICATIONS

- Minimum of a Bachelor's degree, in marketing or related field, or equivalent work experience required
- At least one year of experience in marketing
- A successful track record in setting priorities; keen analytic, organization, and problem-solving skills which support and enable sound decision making
- Experience having worked with a high-performance, collaborative, constructive peer group
- Personal qualities of integrity, credibility, and a commitment to and passion for PFS's mission
- Experience and familiarity with Philadelphia and the cultural community a plus

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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