

Frameline

JOB DESCRIPTION SENIOR COMMUNICATIONS & MARKETING MANAGER

ABOUT FRAMELINE

Frameline's mission is to change the world through the power of queer cinema. As a media arts non-profit, Frameline's programs connect filmmakers and audiences in San Francisco and around the world. Frameline's integrated programs provide critical funding for emerging LGBTQ+ filmmakers, reach hundreds of thousands with a collection of more than 250 films distributed nationally, inspire thousands of students through Youth In Motion, which sends free films and curricula to schools across the nation, and create an international stage for the world's best queer film through the San Francisco International LGBTQ+ Film Festival and additional screenings and cinematic events.

THE POSITION

Frameline seeks an energetic and independent Communications & Marketing Manager with a passion for fostering community engagement with the arts. This position is responsible for Frameline's communication strategies and works closely with all departments and select seasonal contractors (design, PR, photographers, etc.), and vendors to connect the organization with audience members, filmmakers, donors, and the greater arts and LGBTQ+ communities. The Communications Manager also supervises a seasonal Community Outreach Coordinator and interns during the spring/early summer months as part of the San Francisco International LGBTQ+ Film Festival.

This is a full-time, exempt position. The salary will be commensurate with the candidate's abilities and experience. Frameline offers medical, vision, and dental insurance, 403(b) retirement plan, paid vacation, and sick time. Work schedules require expanded hours and flexibility during peak periods and to be available for major Frameline events.

Salary:	\$65,000
Status:	Full-time, year-round, salaried with benefits
Work Style:	Hybrid (in-office and from home, as determined by need)
Reports to:	Director of Marketing and Strategic Partnerships
Supervises:	Distribution and Community Outreach Manager, Marketing Intern(s), Publications Designer (seasonal contract)

REQUIRED SKILLS & EXPERIENCE

- Three to five years of experience in communications, marketing, and/or community outreach
- Two years management experience
- Graphic Design degree or equivalent skills, with thorough knowledge of Adobe Creative Suite and current print and web design software
- Demonstrated experience in social media marketing audience development
- Experience in event marketing plan development and metrics tracking/reporting
- Excellent project management skills and a history of prioritizing and balancing multiple timelines and tasks
- Proficiency with WordPress (or similar CMS), Airtable, and working knowledge of HTML/CSS
- Demonstrated ability to thrive in collaborative environments while also working independently
- Understanding of budgets and ability to maximize financial resources
- Superior writing and editing skills
- Familiarity with LGBTQ+ community marketing practices
- Demonstrated ability to engage diverse audiences across multiple platforms

DUTIES AND RESPONSIBILITIES

Digital, Print, & Visual Communications

- Develop and maintain year-round organization-wide communications plan for social media, email marketing, and website.
- Oversee and maintain Frameline's social media presence (Facebook, Twitter, Instagram, Flickr) and continue to grow engagement across platforms
- Continue to identify new opportunities for Frameline content creation on web and social platforms, and work with Directors and Programming to assign and manage new content creation across departments.
- Promote Frameline's year-round events and programs through targeted email and social media campaigns
- Work closely with Development and Sponsorship departments to craft engaging communications that inspire philanthropic, and corporate giving, including design of annual pitch decks for Sponsorship, Philanthropy, and Programming.
- Ensure consistency of the Frameline brand by working with designers, agencies, and vendors to produce consistent, industry-leading marketing materials
- Oversee production of event signage, merchandise, and other collateral for annual festival.
- Work closely with designers to develop annual Festival Identity themes and campaigns

- Work closely with Programming & Publications Manager, and contract Publications Designer to produce Festival program guide and oversee launch of Festival website and ticketing system.
- Produce in-house marketing materials such as web graphics and print materials
- Oversee production and installation of Festival marketing/advertising campaigns
- Coordinate and schedule photo and video coverage of all live events, including talent red carpet appearances.

Marketing & Outreach

- Track outreach & engagement metrics, particularly related to social, web, and ticket voucher disbursement to continue to optimize resource allocation and produce comprehensive post-festival marketing report for sponsors.
- Collaborate with Festival Programming team to optimize Marketing opportunities and Festival ticket sales.
- Develop annual marketing/design intern plan, and hire and oversee 1-2 interns per calendar year, based on annual needs.
- Assist the Sponsorship team in fulfilling media related deliverables of sponsorship agreements and activations
- Provide additional support for Frameline's year-round programs through targeted outreach
- Other duties as assigned

TO APPLY:

Please submit a single PDF document containing a cover letter, resume, and two graphic design and writing samples. Applications without work samples will not be reviewed.

Email: dwarczak@frameline.org

Subject: Senior Communications & Marketing Manager

Deadline: February 10, 2023

Early applications encouraged. No phone calls, please. Due to the number of applications expected for the position, only those selected for interviews will receive responses.

Frameline is an equal opportunity employer and is firmly committed to complying with all federal, state, and local equal employment opportunity ("EEO") laws. Frameline strictly prohibits discrimination against any employee or applicant for employment because of the individual's race, creed, color, sex, religion, national origin, age, gender identity or expression, sexual orientation, height and weight, disability, marital status, partnership status and any other characteristic protected by law.