



BROUGHT TO YOU  
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THE ROYAL  
AFRICAN SOCIETY

Job Title	Film Africa 2020 Marketing Intern
Contract Period	Tuesday 1 <sup>st</sup> September to Friday 13 <sup>th</sup> November (11 weeks)
Hours	2 days p/w & full-time during 10 days of the festival
Festival Dates	Friday 30 <sup>th</sup> October to Sunday 8 <sup>th</sup> November 2020
Location	Remote working, with potential for on-site working (TBC)
Reports to	Film Africa 2020 Marketing & PR Consultant & Marketing Coordinator
Fee	£1,500 (to be paid in 3 monthly instalments)

### **About us**

**Film Africa** is the Royal African Society's biennial festival and year-round programme celebrating the best African and African diaspora cinema. Established in 2011 with the remit of promoting a better understanding of Africa through film, every year Film Africa brings diverse London audiences a high quality and wide-ranging film programme accompanied by a vibrant series of events, including director Q&As, talks and discussions; industry events, workshops and masterclasses; school screenings and family activities through *Film Africa: Young Audiences*; and Film Africa *LIVE!* music nights. Film Africa also recognises and supports emerging and established talent through the Baobab Award for Best Short Film and the Film Africa Audience Award for Best Narrative Feature.

**The Royal African Society** is a membership organisation that provides opportunities for people to connect, celebrate and engage critically with a wide range of topics and ideas about Africa today. Through our events, publications and digital channels we share insight, instigate debate and facilitate mutual understanding between the UK and Africa. We amplify African voices and interests in academia, business, politics, the arts and education, reaching a network of more than one million people globally.

### **Job Overview**

We are looking for someone passionate about African film and social media to join our small festival team in the lead up to the 9th edition of Film Africa. The successful applicant will have the opportunity to learn what it takes to successfully market a festival and to input their own creative ideas into the process.

Film Africa 2020 will take place predominantly online, and may be accompanied by a small programme of physical screenings across five London venues. The marketing intern will support the Marketing & PR Consultant and Marketing Coordinator to deliver the festival marketing strategy, developing their skills in events marketing and working as part of a dedicated and supportive team. The role will entail the following main tasks and responsibilities:

#### **Marketing & Content Management**

- Provide ideas for exciting and engaging content to be shared on the Film Africa site, newsletter and across the festival's social media platforms.
- Write, schedule and post content for social media, newsletter and partner channels.
- Work on the back end of the Film Africa site to categorise content from past festivals in a consistent and uniform manner.
- Maintain the Film Africa site updated with the latest festival news and content, including daily rotation of the homepage during the 10 days of the festival.



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- Upload the 2020 festival programme, including copy, stills and trailers onto the site by on-sale date.
- Support venues and partners by developing and sharing content.

### **Press & Publicity**

- Assist the Marketing Coordinator in the creation of a public press folder.
- Assist the Marketing Coordinator in updating the press list.
- Add all festival press releases to the press section of the Film Africa site.

### **Evaluation**

- Submit an evaluation and feedback report after completion of Film Africa 2020.
- Gather and record audience and contributor feedback from informal conversations.
- Support the monitoring and evaluation of the festival in other ways, as required.

### **General**

- Attend weekly marketing meetings with the rest of the festival team to discuss progress.
- Conduct any other relevant tasks as requested by the Marketing & PR Consultant and the Marketing Coordinator to support the successful delivery of the overall marketing strategy.

### **Personal specification**

#### **Experience**

Experience of using WordPress content management system	E
Experience in using social media for a campaign or organisation	E
Experience in watching and discussing a diverse range of films	D

#### **Skills and abilities**

Ability to work to tight deadlines	E
Excellent written and verbal communications skills	E
Excellent organisational skills and attention to detail	E
Ability to work as part of a small team	E
Proficient standard IT skills (Word, Excel, Powerpoint, etc)	E
Ability to use Adobe Photoshop or equivalent	D

#### **Personal qualities and attributes**

Ability to be flexible and respond to changing priorities	E
Enthusiastic, self-motivated and adaptable	E
Knowledge and/or keen interest in African cinema	D
Commitment to the values and ethos of Film Africa & RAS	D

\*E = Essential

\*D = Desirable



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### **Application Process & Deadline**

Please send your CV and covering letter (max 2 pages for both documents) explaining why you think you would be suitable for the role based on the criteria outlined above to:

Elizabeth O'Connor  
Film Africa 2020 Marketing & PR Consultant  
E: ras\_communications@soas.ac.uk

**Application deadline:** Wednesday, 5<sup>th</sup> August 2020, 10pm BST

**Interviews:** Thursday, 13<sup>th</sup> August 2020

**Result:** Monday, 17<sup>th</sup> August 2020

We accept applications from people who are based in in the UK and currently have the right to work here. As a small charity, we are not in a position to sponsor visas for international applicants.

We want to contribute to making the film and wider cultural industry more ethnically diverse and inclusive and particularly encourage applications from people of African heritage and other BAME backgrounds who are currently underrepresented in the sector.

We regret that due to limited resources we are unable to provide individual feedback on unsuccessful applications.

Film Africa 2020 is supported by the BFI Audience Fund, the British Council and the Miles Morland Foundation.