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AFRICAN SOCIETY

Job Title	Film Africa 2022 Marketing & PR Consultant
Contract Period	w/c 8 August – w/c 7 November 2022
Hours	2 days p/w August, September and October Full time during the 10 days of the festival + 2 days post-festival
Festival Dates	Friday 28 th October to Sunday 6 th November 2022
Location	Remote working & on-site working
Report to	The Royal African Society's Deputy Director
Fee	£5,000

Job Overview

Working closely with the RAS Deputy Director, the Film Africa 2022 Marketing & PR Consultant will develop and implement an innovative marketing strategy to engage an optimal number of audiences for Film Africa's festival offer - programme of online and venue screenings. The Marketing & PR consultant will also set up and manage the festival's key media and marketing partnerships and deliver a clear and effective PR strategy to raise the public profile of the festival. Supported by RAS Digital Communications Manager and a Marketing Intern, this role will entail the following main tasks and responsibilities:

Marketing

- 1) Review existing Marketing & PR strategy and update it with revised objectives and KPIs based on new festival plans, in consultation with the RAS Deputy Director.
- 2) Liaise with the BFI Player and partner venues to set up joint marketing strategies, agree on on-sale date and other key marketing deadlines.
- 3) Design an engaging content plan to be delivered by the Digital Communications Manager and Intern across RAS & Film Africa's social media channels, e-newsletters, the festival website and blog.
- 4) Develop new strategies to engage Film Africa 2022's core target audiences in the UK and beyond: African diaspora communities, young people (16-30), D/deaf and LGBTQI+ audiences.
- 5) Identify and secure new key marketing partnerships and oversee all reciprocal marketing arrangements set up and delivered by the Digital Communications Manager.



- 6) Ensure all festival news and updates are simultaneously communicated on social media, the website and newsletters, providing coherence across all these channels.
- 7) Manage a small team of volunteer blog contributors, with assistance from the Digital Communications Manager, to develop new website content.
- 8) Advise and lead on print marketing strategy for Film Africa 2022.
- 9) Support on the production of festival brochure by proof-reading and advising on overall look and feel.

Press & Publicity

- 1) Develop clear messaging around Film Africa 2022 and lead on the festival's publicity campaign, engaging both mainstream and specialist press.
- 2) Co-write and proof-read all festival press releases ahead of them being sent out.
- 3) Establish at least 3 key media partnerships to reach and engage our key target audiences, as well as new ones.
- 4) Research and develop a target list of key freelance journalists and media outlets based on Film Africa's audience consumption, including local, national and international print, online and broadcast media.
- 5) Ensure public press folder including all relevant materials is available to be accessed by the media on the scheduled date.
- 6) Ensure press section of the Film Africa website is kept up to date by the Digital Communications Manager.
- 7) Oversee the press schedule and ensure the festival team is updated of progress during weekly catch-ups.
- 8) Leverage own network of contacts in the media to promote Film Africa 2022 and ensure engagement via softwares such as Cision.



Project & Budget Management

- 1) Host weekly meetings with the Film Africa 2022 team to report on progress against Marketing & PR strategy and timeline.
- 2) Manage the Film Africa 2022 marketing budget, ensuring expenditure is within budget.
- 3) Manage the Marketing team, ensuring the successful delivery of assigned tasks.

Evaluation

- 1) Work closely with Digital Communications Manager to compile post-festival evaluation report including press coverage; social media, website and newsletter analytics; as well as lessons learnt and recommendations for the future.

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:

E: ras_consultant@soas.ac.uk

Application deadline: Thursday, 28th July 2022, 10pm BST

Interviews: Tuesday, 2nd August 2022

Result: Thursday, 4th August 2022

We accept applications from people who are based 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 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.