



TITLE Marketing Manager

POSITION TYPE Volunteer

Applications open until position is filled.

MARKETING MANAGER

tilde: Melbourne Trans and Gender Diverse Film Festival is looking for a passionate, creative, hard-working and committed individual to join tilde as a Marketing Manager in the lead up to the 2019 Festival.

ABOUT tilde

Based in Melbourne, tilde is a community-based, international film festival that showcases and supports the work of trans and gender diverse (TGD) filmmakers and artists, along with works that have TGD content, for the TGD community and a wider audience.

Mainstream representations of TGD people are still largely produced by non-TGD people for non-TGD imaginations. tilde seeks to counter not only such restricted representations and their narrow notions of audience, but the very constrictions of normative ideas of gender that are at their core, along with other interconnecting forms of oppression.

Mission:

We aim to provide opportunities to trans and gender diverse filmmakers, to challenge gender normativity, and to celebrate diverse representations of gender.

tilde values:

- Trans & GD filmmakers' and artists' perspectives and expertise
- Inclusion and representation of people from a range of backgrounds, across race, cultural background, abilities, class identifications, and that the intersections and interconnectedness of forms of oppression are acknowledged
- Community engagement and ownership in storytelling and production processes
- Partners, lovers, allies and family as an integral part of our community
- Inclusion of other forms of community-based arts and events
- Expanding narrow representations of gender through artistic programs and events



- Building relationships, networks, and skills within the communities through an encouragement of dialogue and the exchange of stories and experiences
- The idea that ending the persecution of TGD people is inseparable from ending all gender oppression
- Accessibility; financial, social and physical.

Governance & structure:

Currently fully run by volunteers, the tilde team comprises the following roles:

- Executive Director and Creative Director
- Festival Administrator
- Marketing and Media (3 people)
- Sponsorship and Partnership Coordinator
- Community Engagement Officer
- Events Coordinator/Producer
- Program Manager
- Program Committee (3 programmers, along with Program Manager and the Creative Director).

The festival also draws from a range of advisors from whom it receives guidance on artistic, legal, strategic and other issues.

The tilde team comprises TGD and TGD-allied individuals with considerable expertise in trans and queer arts and culture (spanning roles as both artists and producers) and many years of experience in engaging with Victoria's TGD community. The tilde team's professional backgrounds span arts, film, community, health, education, media, activism and academia.

tilde is a not-for-profit incorporated association that is bound by the model rules. tilde has an operational committee (the Director currently holds the president position). There is a further separation of operational/financial and artistic/programming responsibilities reflected in the splitting of roles between Executive Director and Creative Director.

WORKING HOURS

The expected time commitment for the role is approximately 3 hours per week. In the lead up to the Festival, hours may increase to be responsive to event delivery

RESPONSIBILITIES

- Develop and implement a marketing plan that will develop new audiences and build upon established network, and communication channels.



- Coordinate social media assets and e-news in collaboration with Digital Communication Coordinator.
- Coordinate Festival marketing collateral in collaboration with programming team, and external graphic designer.
- Liaise and coordinate media opportunities, including newspaper, radio, and online blogs. This includes writing and distributing tilde media releases.
- Represent the Festival to wider communities, for example by attending events.
- Assist the Community Engagement Officer and Sponsorship and Partnership Coordinator in reaching and guaranteeing new audiences.
- Venue liaison for signage and branding purposes.
- Any other duties as required.

REQUIRED SKILLS

- Demonstrated experience in marketing or communications
- Demonstrated experience in PR campaigns and social media.
- Excellent communication skills, both written and verbal.
- Strong attention to detail.
- Deadline driven.
- Demonstrated capacity to be highly organised, work independently and under pressure in a multi-task environment.
- Self-motivation and ability to take responsibility.
- Demonstrated ability to problem solve and use initiative.
- Excellent team work skills.

DESIRABLE ATTRIBUTES

- TGD identified.
- A demonstrated passion for TGD community arts and events.

PRACTICALITIES

To apply, please submit a cover letter outlining your skills and experience along with your CV marked Marketing Manager in the subject line to info@tildemelbourne.com

Shortlisted applicants will be interviewed in Melbourne. Applicants must be based in Melbourne and expected to commence the role immediately.

If you have any initial queries about the position or the Festival, please contact the directors (directors@tildemelbourne.com).



TGD identified people, Aboriginal and Torres Strait Islander people, people of colour, and people with disabilities are strongly encouraged to apply.