



## We're looking for our Head of Marketing & Communication

(FREELANCE POSITION. DUTCH LANGUAGE SKILLS REQUIRED)

Amsterdam Spanish Film Festival announces an **opportunity to get involved** in the team of an adventurous festival taking place in Amsterdam.

Amsterdam Spanish Film Festival is a unique film exhibition initiative that wants to provide people based in Amsterdam and broader audiences with a carefully honed selection of cinema from Spain and Spanish speaking Latin America. Its aim is to showcase new trends of mainstream Spanish cinema as well as more independent, artistic and experimental Spanish films. It is, however, above all, a cultural event, and, as such, it aims to provide people from outside of Spain with a taste of Spanish culture –that includes Spanish drinks and food, as well as Spanish films.

We are looking for a **creative marketer as Head of Marketing & Communication** (f/m/x) with a great love for film that will help us bring about this initiative. It is a **temporary position** for a **professional with a Press and Media Network in The Netherlands**. It concerns a **job spread over 25 days** in the months of May, June, July, August, September and October 2022. We are a small festival format, with no more than 20 films and around 10 guests. Venues: Tuschinski, de Munt, Eye and OBA from 5-9th Oct.

We would like to ask you to set and implement a **PR & Communication strategy for the 2022 edition**. As Head of Marketing & Communication, you would be the strategic sparring partner of the Director, our partners and the team. You would fulfill an independent role in which you would be responsible for executing the marketing plan and managing the team.

We are looking for someone that knows how to position our special film program in such a way that it reaches a wider audience, and that knows how to get the press interested in publishing about it.

### Your tasks would be:

- Developing and monitoring the marketing & communication plan and rolling out strategies, audience reach, positioning and partnerships.
- Maintaining contact with the local and national press, writing press releases and collecting and analyzing the publicity surrounding ASFF. Following up press release.
- You would be the sparring partner and point of contact for the Social Media Manager, editors, graphic designers and video makers.

- Managing the marketing budget and setting up online and offline campaigns and marketing actions.
- Writing and sending newsletters from Mailchimp ASFF customer base and analyzing how these can be optimized.
- You would initiate new collaborations with cultural institutions, (media) partners and creative collectives to tap into new target groups. Celebrities, influencers and media generate a buzz in opening, closing and specific events.
- You would dive into the world of ASFF and know how to translate its identity to the large public

**You would be bringing:**

- a network of (online) media, journalists and local partners with whom you can easily make contact and pitch ASFF activities.
- an affinity with independent cinema and film festivals;
- ability to speak and write **flawless Dutch and English**;
- your skills as a stress-resistant planner and a decisive press officer.
- your availability in the months of May, June, July, August, Sept and Oct. (You would be able to work from a remote position. It would be a self-employed job for approximately 25 to 30 working days spread over the above-mentioned number of months. Working days are flexible).

**When are you needed?** This is a temporary position from May 23 until October 9, 2022.

**And, where?** This could be a remote position for most of the period.

**Salary:** It concerns a self-employed job for approximately 25 working days spread over the mentioned number of months. Working days can be used flexibly on consultation.

**How to apply:** Please, send your Resume and motivation letter to Virginia Pablos, Founder and Festival Director: [virginia@sinfincinema.com](mailto:virginia@sinfincinema.com)

**Deadline to apply:** Before May 18, 2022. The interviews will take place from May 5, 2022.

If you have any questions about the vacancy, you can also contact Virginia Pablos by email: [virginia@sinfincinema.com](mailto:virginia@sinfincinema.com)