



AMSTERDAM SPANISH FILM FESTIVAL

We are looking for a Freelance Marketing and Promotion Manager! Part-time (25 days in total)

We are currently seeking a talented and motivated Freelance Marketing and Promotion Manager to join our team at the Amsterdam Spanish Film Festival (ASFF) and help us make our 2023 edition between **the 24th and the 26th of November** into a great success. This is a paid position, offering flexible working hours, starting in September. This role provides a unique opportunity to utilise your marketing skills while working alongside a dedicated, small team. It is a learning position that offers room for growth and the chance to shape and execute our marketing strategy.

Who are we?

The Amsterdam Spanish Film Festival is a one-of-a-kind film exhibition initiative that aims to introduce and engage audiences in Amsterdam and beyond with a thoughtfully curated selection of films from Spain and Spanish-speaking Latin America. ASFF, organised by Sin Fin Cinema, serves as a platform for showcasing Spanish cinema trends while also celebrating independent, artistic, and experimental Spanish films.

At ASFF, we strive to provide our visitors with a unique and immersive experience. In addition to screening exceptional films, we foster discussions, invite Spanish filmmakers to our festival, and enhance the cultural value by offering Spanish drinks and tapas.

What will you do?

As a Freelance Marketing Manager, your primary responsibilities will include:

- You will develop and monitor our established marketing & communications plan and roll out strategies in terms of audience outreach, positioning and partnerships;
- You maintain contact with local and national press, write press releases and gather and analyze publicity around ASFF;
- You are the sparring partner and point of contact for the social media manager, editors, partners, graphic designers and videographers;

- You manage the marketing budget and set up online and offline campaigns and marketing actions;
- You write and send newsletters from Mailchimp to the ASFF customer base and analyse how they can be optimised;
- You initiate new collaborations with schools, cultural institutions, (media) partners and creative collectives in order to tap into new target groups;
- You dive into the world of the Amsterdam Spanish Film festival and know how to translate its identity to a large audience;
- You gather festival data and compile an after festival marketing report.

What do you bring to the table?

- A great dosis of love and passion for Spanish cinema
- Proven experience in marketing, preferably in the film, cultural, or events industry (internships count as experience too).
- Strong strategic thinking and analytical skills to develop and execute effective marketing campaigns.
- Excellent communication and collaboration skills to work effectively with team members and external stakeholders.
- A creative mindset with the ability to develop engaging content and innovative marketing initiatives.
- Self-motivated and detail-oriented, with the ability to work independently and meet deadlines.
- You are available for a minimum of 25 days between September and December 2023, counting on an increased workload an full availability during our festival between the 24th and the 26th of November.

What do we have to offer?

- Flexible working hours, mostly working from home.
- Valuable learning experience and room for growth in the marketing and events industry.
- Collaboration with a dynamic team of professionals passionate about Spanish cinema.
- Opportunity to shape and execute marketing strategies for a unique film festival.

Would you like to apply?

Please, send us your CV/Resume and letter of interest/cover letter to coordinator@sinfincinema.com

We look forward to receiving your application and welcoming you to the ASFF team!