



# AMSTERDAM SPANISH FILM FESTIVAL

## **We are looking for a Freelance Social Media Manager! Part-time (25 days in total)**

We are currently seeking a talented and motivated Freelance Social Media 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 social media management 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 Social Media Manager, your primary responsibilities will include:

- You will create original content (engaging writing and ads) and suggest creative ways to attract more audience and promote the Festival across multiple platforms (facebook, twitter, instagram, YouTube, Vimeo)  
You will create, develop and edit compelling, high-quality graphics + videos with focus on graphics, text and animation - to keep readers curious and create buzz around 2022 program and past ASFF screenings.
- You will conduct research on audience preferences and uncover current trends;
- You will facilitate online conversations with audience and answer questions.
- You will report on online reviews and feedback from audience and fans

- You will develop an optimal posting schedule, considering web traffic and customer engagement metrics.  
You will develop and help with newsletters (Mailchimp)  
You will develop reports and perform data analysis, and participate in research to improve the quality and reach of content on the ASFF website.
- You will oversee social media accounts' layout  
You will suggest new ways to attract prospective audience, like promotions and contests with special emphasis on educational program to increase the number of followers, web traffic and customer engagement metrics across all platforms.
- You gather festival data and compile an after festival marketing and social media 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](mailto:coordinator@sinfincinema.com)

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