



# AMSTERDAM SPANISH FILM FESTIVAL

## **We are looking for a Freelance Marketing and Promotion Manager!**

*Part-time (20 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 October. 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:

- Dive into the world of the Amsterdam Spanish Film festival and know how to translate its identity to a large audience, working with our established marketing and promotion plan;
- You maintain contact with local and national press, write press releases and gather and analyse publicity around ASFF;
- You are the sparring partner for the social media manager, graphic designer and videographer;
- 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 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 20 days between October 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 your CV and letter of interest to [coordinator@sinfincinema.com](mailto:coordinator@sinfincinema.com)

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