



**We are looking for a Freelance Online Marketeer and Social Media Employee!**  
**Part-time (25 days in total)**

We are currently seeking a talented and motivated Press Officer to join our team at the Amsterdam Spanish Film Festival (ASFF) and help us make our 2024 edition between **the 12th and the 21st of April** into a great success. This is a paid position, offering flexible working hours, starting in March. This is a paid position, offering flexible working hours, starting in March. This role provides a unique opportunity to utilise your social media management and online 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 established 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 an Online Marketeer, your responsibilities will include:

- Creating original content and suggesting creative ways to attract more audience and promote the 2024 edition of the festival across multiple platforms (mainly Instagram, but also TikTok, LinkedIn, Vimeo and Facebook)

- Overseeing the layout of the festivals social media channels, maintaining our design guidelines and standards, providing also correct materials to partners and sponsors posting about ASFF
- Facilitating online conversations and answering questions, reporting back on their inquiries to other team members
- Actively reaching out to influencers and other organisations constructing possible new collaborations and cross promotions
- Developing an optimal posting schedule, considering web traffic and customer engagement metrics.
- Developing and sending out newsletters through Mailchimp, gathering all the data about the newsletter performances to construct an optimised sending schedule
- Posting our festival program on our Wordpress website while researching about optimising the customer experience
- Managing a team of social media volunteers and photographers during the festival, making sure all festival events are properly covered and all pictures are shared with the audience
- Gathering all festival data and compiling an after festival online marketing and social media report.

#### **What do you bring to the table?**

- A great dose of love and passion for Spanish cinema
- Proven experience in online marketing, preferably in the film, cultural, or events industry (internships count as experience too).
- Strong strategic thinking and analytical skills
- Excellent communication and collaboration skills
- A creative mindset with the ability to develop engaging content
- Self-motivated and detail-oriented, with the ability to work independently
- Knowledge of a Wordpress website and Mailchimp. Indesign and other marketing or data analysis tools are a plus.
- You are available for a minimum of 25 days between March and April 2024, counting on an increased workload and full availability during our festival between the 11th and the 21st of April.

#### **What do we have to offer?**

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

#### **Would you like to apply?**

Please, send us 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 our team!