



**We are looking for a Freelance Press Officer!**  
**Part-time (16 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 February. As a Press Officer, you will play a crucial role in establishing and maintaining relationships with the press, acting as their primary point of contact. This freelance position offers an opportunity to utilise your press and communications expertise while allowing for growth and learning within the festival environment.

**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 Press Officer, your responsibilities will include:

1. **Press Relations:** Develop and maintain relationships with journalists, bloggers, and media outlets relevant to the film and cultural industry. Act as the main point of contact for press inquiries and effectively communicate the festival's mission and events.

2. Press Releases and Media Kits: Write, edit, and distribute press releases, media kits, and other relevant materials to generate interest and coverage of the festival. Ensure that all press materials are accurate, engaging, and aligned with the festival's branding and messaging.

3. Media Outreach: Proactively pitch stories, interviews, and festival updates to media outlets. Strategically target publications and platforms that reach our desired audience. Follow up with media contacts via email and phone calls to secure coverage.

4. Media Monitoring and Reporting: Monitor media coverage and compile press clippings. Prepare reports on press activities, including reach, impressions, and media sentiment.

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

- A great dose of love and passion for Spanish cinema
- Previous experience in a press or media relations role, preferably in the film, cultural, or events industry.
- Excellent written and verbal communication skills, with the ability to draft compelling press materials and engage with media professionals.
- Strong interpersonal skills and the ability to build and maintain relationships with journalists and media outlets.
- Familiarity with press release distribution platforms and media databases.
- Proactive and organised, with the ability to manage multiple tasks and deadlines.
- Flexibility with working hours to accommodate press inquiries.
- Proficiency in Dutch and English (both written and spoken) is required.
- You are available for a minimum of 16 days between February and April 2024.

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

- Flexible working hours, mostly working from home.
- Valuable learning experience and room for growth in the cinema and events industry.
- Collaboration with a dynamic team of professionals passionate about Spanish cinema.
- Opportunity to expand your network within the margins of 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 the ASFF team!