



11TH EDITION
**AMSTERDAM
SPANISH FILM
FESTIVAL**
4—13 APRIL 2025

The Amsterdam Spanish Film Festival is looking for a dedicated, independent PR Professional!

The Amsterdam Spanish Film Festival (ASFF) is seeking a passionate and dedicated person to join our team as a freelance PR Manager and help us make our 2024 edition between **the 4th and the 13th of April** into a great success.

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 are we looking for?

At ASFF, we believe the role of PR Manager has evolved. While traditional media outlets still have value, over the last years we have reached more tangible results by focusing our efforts on dynamic online engagement. ASFF prioritises digital storytelling, social media presence, and strategic cross-promotion. Building relationships with influencers and online platforms is essential to reach wider, engaged and young audiences. We're looking for a PR professional who can blend creativity with digital strategy, amplifying ASFF's impact across multiple online channels to bring the magic of Spanish cinema to life.

Specifically, the requirements we are looking for are:

- Broad network within the Dutch cultural scene and media outlets. With a ten year trajectory, the ASFF has been able to establish many collaborations over the years and we have achieved varied coverage. However, we want to continue growing and developing ourselves as a brand. Thus, we are looking for someone with new ideas to achieve this and the network to execute those plans effectively.
- Experience with online cross-promotion. As a cultural organisation with a limited budget, we are convinced that the reciprocal structure of cross promotion with cultural organisations is vital for successful growth of our visibility and reach. We want you to elaborate this further.
- Proactive attitude. We need someone who is able to effectively follow up on press releases with calls, emails and messages, as this is vital for ensuring coverage and visibility in such an oversaturated cultural field and counting on the tight deadlines our festival manages.
- Creative mindset. We are looking for a person that is able to recognise the festival's needs in terms of visibility and make new plans accordingly. Think podcasts,

livestreams, before unknown brand collaborations, etc. We are ready to be surprised by your new ideas in terms of press coverage.

- Strong community-builder. Over the past few years, we have created valuable relationships with online communities and influencers. We want you to build on those relationships and expand them, by involving new parties in offline events and actively connecting their brands to our festival.
- Able to work independently. As the festival gets nearer and the workload intensifies, in our PR Manager we want to count on an independent professional who completely coordinates the press coverage on their own. Naturally, collaboration with our marketing and social media-team is required, but we are searching for a person who will lighten the load for the rest of the team by taking the reins.

What would your responsibilities be?

Does this sound like you? In that case, you might be the PR Manager that we are looking for. The responsibilities for this role would include:

- Managing all media relations of the ASFF, by actively reaching out to outlets, coordinating possible interviews, managing press accreditations and fulfilling content inquiries.
- Create a media pack with images and festival information and adapt it to each outlet's requirements.
- Draft and send press releases. Manage the follow ups on these letters by actively reaching out to media outlets.
- Draft an online collaboration strategy with the social media team, focussing on creative cross-promotions and collaborations with online personalities (influencers).
- On site management of media outlets, collaborators, partners and influencers; monitoring effective coverage of key moments.
- Crisis management in case of unexpected situations, ensuring the maintenance of the festival's image.
- After festival reporting, by creating an extensive press clipping for our activity report, including views, click rate and advertorial value.

This role requires an **availability of four to eight hours a week**, with flexibility to follow up on leads. To coordinate onsite interviews, we also expect you to attend our Launch Event on the 7th of March and the large events of our festival between the 4th and the 13th of April.

If you like to apply, please send an email to coordinator@sinfincinema.com.