

**Olympia Film Society - Marketing Coordinator Job Application Information**  
**Deadline: 5pm, January 30, 2018**

The Olympia Film Society (OFS) Marketing Coordinator is full-time position dedicated to the development and implementation of traditional and nontraditional publicity, ad and sponsorship sales and strategies to increase awareness, audience engagement, partnerships which supports programming. Fifty percent of your work time is dedicated to generating advertising and sponsorship sales. This position reports to the Executive Director.

**Position:** Marketing Coordinator

**Starting:** \$23,664 salary increases based on meeting and exceeding revenue budget, leadership, and dedication

**Benefits:** Paid time off, annual OFS Membership Card, Showcard (free movies & event guest list), discount pricing on concession and merchandise items, paid training hours

**Hours:** 40 hours per week, includes onsite and offsite time

**Required Skills and Qualifications**

Minimum 2 years *sales and marketing* experience in film, music, and events in all forms of media. Excellent communication skills both written and verbal. Must possess project management skills, basic graphic and web design skills. Must be proficient in Macintosh programs, Photoshop (or similar design software). Experience with Constant Contact, Wordpress, Google Docs and Drive is a plus! Able to work independently and collaboratively, efficiently and under pressure, detail-oriented, organized, motivated, punctual, must have a passion for film, music, and art, some lifting (50 lbs. max) vehicle and valid driver's license is required.

**Application Process:** Submit your resume with three professional and three personal references, include a cover letter that answers the following questions:

1. Describe your experience and qualifications related to this position and how you will contribute to the success of this role.
2. Share a related successful moment or project(s) that you were responsible for executing.
3. Tell us about your experience working with volunteers and in non-profits.
4. What length of time commitment are you able to make?
5. Include any admats, graphic posters, videos, social campaigns, or writing samples from your most recent related job and or projects.

Do not contact the OFS office or the Capitol Theater regarding the status of your application; the staff will not have this information. You will be notified if you have been selected for an interview.

**Submit materials as PDF attachments to: [jobs@olympiafilmsociety.org](mailto:jobs@olympiafilmsociety.org) □**  
**Attention: Marketing - Hiring Committee**

**Download this application at: [www.olympiafilmsociety.org/about/job-opportunities/](http://www.olympiafilmsociety.org/about/job-opportunities/)**

The Olympia Film Society is a 501(c)3 nonprofit arts organization. OFS is an equal-opportunity employer and does not discriminate against employees, volunteers, or membership on the grounds of race, creed, color, national origin, age, gender, marital status, veteran status, sexual orientation, or the presence of any disability.

## **ABOUT THE OLYMPIA FILM SOCIETY**

The Olympia Film Society was created in the early 80's showing movies from basements to shared spaces until landing permanent residence at the Capitol Theater, which has been in constant operation since 1924. In 2010 the OFS became sole owners and operators of this 762 seat - art deco movie and concert venue. The operation of the theater consists of a small staff, board of directors, 150 volunteers, and the support of more than 1800 OFS members and South Sound music lovers and cinephiles.

Throughout the year OFS offers the best award-winning, international, and independent films. OFS also hosts a variety of concerts and performance events, ranging from popular music to burlesque to internationally- acclaimed lecturers, celebrity guests, and multi-day film festivals.

OFS maintains high standards of participatory decision-making and promotes active volunteerism among our community to present the best in independent films, live music, and film festivals. OFS strives to educate and unite, enlisting the power of film, music, and art to illuminate the intricacies of diverse cultures, the natural world, and the human condition. It is furthermore our goal to maintain high standards of participatory decision-making and fiscal accountability in keeping with the cooperative nature of our association, and our status as a nonprofit cultural and educational organization.

## **MISSION**

To present film, music, art, by honoring the past and the present, the independent and the experimental in an environment that encourages dialogue, volunteerism, and preservation of the Capitol Theater.

## **VISION**

Expanding generations of minds one inspiring show at a time

## **VALUES**

Preservation Before Renovation	Volunteerism	Collaboration with Cooperation
Community Involvement	Integrity	Quality Programming
Fun Atmosphere	Professionalism	Exceptional Customer Service

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## **The Olympia Film Society Job Description Marketing Coordinator**

### **Position Summary:**

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### **DUTIES AND RESPONSIBILITIES**

#### **Advertising and Sponsorship Sales:**

- Develop strong partnerships between the business community and OFS.
- Responsible for all ad and sponsorship sales & buys of OFS programming.
- Work with Executive Director to establish, build, track, and maintain advertisers and sponsors.
- Design, develop, and distribute ad rates, schedules, and materials.

#### **Program Promotions and Publicity**

- Work with OFS Program Director and outside media agencies to plan and execute promotional campaigns, timelines, press releases, added value opportunities, media messaging, and obtain feature stories and interviews.
- Oversee the content, production and distribution of OFS materials including printed program guides, posters/flyers, print/radio advertising, and social media; and communicate with graphics designers to create materials as needed.
- Maintain and update programming related information on the OFS website, social networking sites, mailing lists, calendars, and public announcements.
- Research, propose, and analyze creative traditional and non traditional ways to promote OFS.

#### **General Responsibilities**

- Collaborate with Volunteer Coordinator to develop and manage marketing volunteers to assist with marketing related tasks.
- Provide information on marketing needs to the Executive Director for design and monitoring of the operating budget
- Keep current with marketing and promotions techniques, publications, and outlets
- Actively participate in weekly staff & programming meetings
- Prepare monthly written report
- Other duties as requested

#### **Time Commitment**

This position is a full time position with 40 estimated hours per week on and off site. Flexibility with hours is occasionally required of this position.

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