

The Olympia Film Society Job Description

Marketing Director



Position Summary:

The Olympia Film Society (OFS) Marketing Director is a 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, and partnerships that support programming and promote events at the Capitol Theater. Fifty percent of your work is dedicated to generating advertising and sponsorship sales. This position reports to the Executive Director.

Hours, Pay, and Benefits

This role is a full-time staff position, starting at \$16 - \$18 per hour, and is paid bi-weekly. The position is expected to average 40 hours a week.

<ul style="list-style-type: none"> ★ Pay increases reviewed annually ★ Cost of living adjustment (COLA) ★ Remote workdays available ★ Monthly mobile phone stipend ★ Annual health care stipend ★ Two weeks paid vacation 	<ul style="list-style-type: none"> ★ OFS Membership Card ★ Showcard (free movies & events) ★ Concession and merchandise discounts ★ Paid training hours (Alcohol/Food Safety) ★ Benefits to begin 6 months after the first day of employment and annual evaluation.
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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 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 graphic 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 nontraditional ways to promote OFS.

General Responsibilities

- Collaborate with Volunteer Director to develop and manage marketing volunteers to assist with marketing-related tasks.
- Develop annual marketing budget and plans to support operations
- Keep current with marketing and promotions techniques, publications, and outlets
- Actively participate in weekly staff & programming meetings
- Prepare a monthly written report
- Other duties as requested

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Essential Skills and Qualifications

Minimum 1-3 years experience in film, music, and event marketing and ad sales in all forms of media. Savvy communication skills, both written and verbal. Must possess project management skills and basic graphic design skills. Must be proficient in Macintosh programs and Photoshop (or similar design software). Experience with Constant Contact, WordPress, Google Docs, and Drive is a plus! Some lifting (50 lbs. max).

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, a 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, and art that engages our community, encourages volunteerism and ensures 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

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