



MARKETING COORDINATOR

Alliance Française French Film Festival

Position Overview

We are seeking a proactive and creative **Marketing Coordinator** to join our small but dynamic team for the Alliance Française French Film Festival (AF FFF).

This role combines hands-on execution with opportunities to contribute **strategic ideas**. The successful candidate will manage the day-to-day marketing activities of the Festival, propose new initiatives to strengthen audience engagement and test new communication channels, and collaborate closely with management to ensure alignment with the Festival's vision.

The ideal candidate will have a **strategic mindset**, a **sense of initiative**, and the ability to work independently — while ensuring that all new proposals are validated by management before implementation.

Key Responsibilities

1. Marketing Strategy & Campaign Delivery

- Coordinate national marketing campaigns in line with the Festival's objectives.
- Contribute ideas to improve communication strategy, diversify content, and explore new channels (with management validation).
- Source, organise, and deliver film materials (images, synopses, trailers, quotes) for promotional use.
- Collect and manage sponsor and Alliance Française promotional assets, ensuring brand consistency and quality standards.
- Track campaign performance and compile reports for sponsors and stakeholders.

2. Communications & Content Creation

- Draft and distribute engaging national newsletters and updates.
- Write copy for the festival catalogue, social media, website, and marketing collateral.
- Create or adapt simple digital assets (graphics, templates) to support campaigns.

3. Social Media & Digital Platforms

- Develop and implement a content calendar for national social media platforms.
- Produce, schedule, and monitor posts, engaging with the audience and suggesting improvements to increase reach and impact.
- Maintain and update the festival website with accurate and timely information.

4. Film Classification & Compliance

- Follow film classification processes with film distributors.
- Work with educators to identify suitable age recommendations and guidelines for school screenings.

5. Team Collaboration

- Contribute to shared projects such as the 96-page festival brochure (writing, proofreading, and chasing materials).
- Work collaboratively with management, colleagues and Alliances Françaises to meet deadlines and deliver a high-quality festival experience.

Qualifications & Skills

Essential:

- Bachelor's degree in Marketing, Communications, or related field (or equivalent experience).
- Strong organisational skills and attention to detail.
- Excellent written and verbal communication skills.
- Proficiency in digital marketing tools, social media platforms, and CMS systems.
- Knowledge of the film industry and a passion for French cinema.
- Ability to work both collaboratively and independently in a fast-paced environment.

Desired:

- Prior experience in film festival marketing, cultural events, or event promotion.
- Familiarity with graphic design software (e.g., Canva, Adobe Creative Suite) and basic image editing skills.
- Multilingual skills, especially in French.
- Adaptability, creativity, and a proactive problem-solving attitude.

- Resilience and composure when working to tight deadlines or facing unexpected challenges.

Position Details

- **Position type:** Full-time, 6-month contract
- **Location:** Sydney (with some flexibility for hybrid work)
- **Start date:** 27 October 2025
- **Reports to:** CEO & National Festival Manager
- **Direct reports:** None

Application Process

Interested candidates should submit a **resume, cover letter, and any relevant portfolio or work samples** to coordination@affrenchfilmfestival.org by **Friday, 23 October**. Shortlisted candidates will be contacted for an interview.

About the Festival

With nearly 199,000 attendees across 20 cities in 2025, the Alliance Française French Film Festival (AF FFF) stands as Australia's largest film festival. Jointly organised by the Alliances Françaises of Adelaide, Brisbane, Canberra, Melbourne, Perth, and Sydney, with the support of the French Embassy, the Festival continues to captivate audiences nationwide. In 2026, it will celebrate its 37th anniversary, showcasing the finest in French cinema.

Join us and bring your strategic thinking, creativity, and collaborative spirit to one of Australia's most beloved cultural events!