

Frameline

CONTRACT POSITION ANNOUNCEMENT SPONSORSHIP & MARKETING ASSOCIATE

ABOUT FRAMELINE

Frameline's mission is to change the world through the power of queer cinema. As a media arts non-profit, Frameline's programs connect filmmakers and audiences in San Francisco and around the world. Frameline's integrated programs provide critical funding for emerging LGBTQ filmmakers, reach hundreds of thousands with a collection of more than 250 films distributed nationally, inspire thousands of students through Youth In Motion, which sends free films and curricula to schools across the nation, and create the largest international stage for the world's queer film through the San Francisco International LGBTQ Film Festival (60,000+) and additional screenings and cinematic events.

NATURE OF THE POSITION

Working under the Director of Marketing and Strategic Partnerships, the Sponsorship & Marketing Associate is responsible for the successful cultivation and implementation of Frameline's annual Festival Sponsorship program for the San Francisco International LGBTQ Film Festival and potentially also for Frameline's year-round programs, as detailed below.

Reports to: Director of Marketing and Strategic Partnerships

Compensation: \$22,000 – \$26,000 DOE

Status: Temporary / Contract

Schedule: Full-time, Jan. 7, 2019 – July 19, 2019

QUALIFICATIONS

- Previous sponsorship, sales, marketing and/or cold-calling/emailing experience required
- Familiarity with event production and/or film festival production environments
- Ability to work independently, generate new sponsor leads, and confirm and grow sponsor relationships.
- Strong understanding of LGBTQ marketing trends and tactics, with emphasis on social media marketing best practices
- Demonstrated ability to manage multiple tasks, meet deadlines, and work within a budget while maximizing low/no-cost resources.
- Ability to effectively communicate internally and externally with professionals at all levels.
- Excellent organizational skills and attention to detail.
- Fluency in Macintosh-based applications including MS Office, FileMaker Pro
- Responsive to unpredictable workflow and hours.
- Flexible, creative and able to thrive in a fast-paced environment while maintaining a sense of humor and positive outlook.

DUTIES AND RESPONSIBILITIES

- Work in coordination with the Director of Marketing and Sponsorships to ensure successful ongoing growth and delivery of annual Festival sponsorship program, as well as expansion of sponsorship offerings across Frameline's year-round programs.
- Research, solicit and manage in-kind Festival sponsorships including: hotels, catering, operational, beverage/liquor, hospitality, event and media partnerships. Most categories have specific quota requirements.
- Assist Director of Marketing and Strategic Partnerships with support of cash sponsorship program and clients.
- Ensure, in collaboration with Director of Marketing and Strategic Partnerships, all components of sponsorship agreements are met including: program guide advertising, logo placement, screening assignments, signage, slide show, sponsor press releases, promotions at screenings & events.
- Oversee successful delivery of sponsor recognition on all Festival marketing platforms - including street, print, on-site, website and social media.
- Assist in production of sponsor-associated events including, but not limited to: Festival Staff Party, Sponsor Lunch, Directors Dinner and Festival Lounge.
- Manage distribution of all sponsor donated product, including F&B, sponsor promotional items and hospitality certificates.
- Manage and deliver in collaboration with Director of Marketing and Strategic Partnerships, all sponsor-related hospitality packages, including ticket, passes and invitation packages, and special theatre seating requirements.
- Coordinate execution of all in-kind media sponsorship deliverables, including social media, print advertising, TV, radio and online promotion.
- Develop and maintain sponsorship database and files.
- Oversee production and delivery of pre-screening Festival Sponsorship slideshows (powerpoint) and other venue media assets.
- Oversee Festival Program Guide advertising sales.
- Oversee venue delivery of sponsor promotion materials prior to and during Festival.
- Complete post-Film Festival sponsor reporting and correspondence.
- Other duties as assigned by Director of Marketing and Strategic Partnerships.

TO APPLY:

Please e-mail cover letter with résumé by Jan. 4, 2019 to: dwarczak@frameline.org

Subject: Frameline Sponsorship & Marketing Associate Search

Early applications encouraged. No phone calls, please.

Frameline is an equal opportunity employer and is firmly committed to complying with all federal, state and local equal employment opportunity ("EEO") laws. Frameline strictly prohibits discrimination against any employee or applicant for employment because of the individual's race, creed, color, sex, religion, national origin, age, gender identity or expression, sexual orientation, height and weight, disability, marital status, partnership status and any other characteristic protected by law.