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**Film London Brand & PR Executive**

**Salary:** £35,000

**Responsible to:** Head of PR & Marketing

**Job Details**

The Brand & PR Executive will work across an exciting range of projects and initiatives for Film London, the British Film Commission and Games London, and will take a leading role in developing and delivering the organisation’s narrative and visual identity and assets to the highest possible standard.

A key member of the organisation’s Communications team, they will produce and oversee the delivery of high-quality marketing, branding & design, and PR content, championing London and the UK as a global production hub, and promoting London as a capital for film culture and talent. They will work across all departments to meet the organisation’s domestic and international objectives, and support the corporate sponsorship and partnership strategy.

The Brand & PR Executive will report to the Head of PR & Marketing who, in turn, reports to the Head of Communications & Public Affairs.

**Key Responsibilities**

**Branding, Design and Marketing**

* To oversee the Film London brand and visual identity, delivering the design and production of Film London branding and marketing materials such as brochures, flyers, showreels, adverts, magazines and invitations.
* To compose design briefs, draft engaging copy, liaise with external designers, work creatively in-house, to produce a range of marketing materials to specific briefs, deadlines and budgets. This includes sourcing and clearing images for marketing purposes.
* To take a lead role in coordinating Film London’s, and, where required, Games London’s marketing presence at markets and events, also assisting with marketing materials for inbound business trips.
* To support the company’s commercial strategy and deliver marketing and branding activities to service corporate partners and sponsors, including Film London membership schemes.
* To train staff to work within brand guidelines and sign off their marketing materials.
* To oversee design and production of BFC marketing materials produced by the BFC’s Communications Assistant, providing advice and support where required.

**Public Relations & Media**

* Work with the Head of PR & Marketing to devise and implement impactful content strategies, particularly in media and PR, and evaluate campaigns, helping to develop the narrative identity of Film London.
* Work closely with the key colleagues in Film London to identify, research and develop press and PR opportunities that help showcase London as a film-making and film culture capital.
* Research and write compelling content for press releases, briefing papers, and blogs/articles as required.
* Distribute press releases, images, and other press materials.
* Assist with setting up media events and attend as required.
* Build excellent relationships with key media contacts, partners, external stakeholders, publicists etc.
* Monitor industry cuttings and identify opportunities for comment as well as sharing news relevant to Film London.

**General**

* To work with the Digital Coordinator to deliver Film London’s industry and public facing e-communications.
* To track and monitor relevant financial information including purchase orders, invoices and financial reporting, including managing project budgets as required.
* To operate at all times within the agency’s Equal Opportunities policy, Diversity plan and Code of Practice.
* To participate as required in cross-agency teams considering issues relevant to a range of the agency’s work.
* Any other duties as may be reasonably required.

**Experience and Personal Qualities**

**Essential:**

* Substantial experience within a communications, marketing and/or PR team.
* A creative eye and strong working skills in Adobe Creative Suite, specifically InDesign and Photoshop, and preferably a working knowledge of Illustrator, and Canva.
* The ability to perform in-house design work and oversee outsourced projects to a high standard.
* Highly creative, with experience overseeing and creating impactful and engaging content for a variety of communications channels.
* The ability to work confidently and personably with media and industry representatives and partners of all levels.
* Ability to communicate, negotiate, network and influence effectively with both internal and external stakeholders.
* Ability to understand, interpret and present complex information in a clear and persuasive way for a wide range of audiences using a variety of channels.
* Strong team-player.
* Excellent written and oral communication skills, along with a keen eye for detail.
* Ability to work under pressure and deliver to deadlines.
* Proven interest in the film and media industries.