



PR & Marketing Coordinator

Salary: c. £30,000

Responsible to: Head of PR & Marketing

Job Details

The PR & Marketing Coordinator will work across a diverse range of projects and initiatives for Film London, the British Film Commission and Games London, delivering to the highest possible standard. A key member of the organisation's Communications team, they will produce and oversee the delivery of high-quality press and marketing materials, taking a lead role in championing London and the UK as a global production hub, and promoting London as a capital for film culture. They will work across all departments to meet the organisation's domestic and international objectives and support the corporate sponsorship and partnership strategy.

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

Key Responsibilities

Press & Public Relations

- Work with the Head of PR & Marketing to devise and implement impactful media strategies and evaluate campaigns
- 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 cultural capital.
- Research and write compelling press releases, comprehensive briefing papers and ad hoc articles as required

- Distribute press releases, images, and other press materials
- Assist with setting up press events and attend as required
- Research and write interview briefings for CEO and SMT/board/colleagues and support presentations for external audiences
- 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

Marketing

- To deliver the design and production of Film London marketing materials, including brochures, flyers, showreels, adverts, magazines and invitations.
- To train staff to work within brand guidelines and sign off their marketing materials.
- To write 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 activities to service corporate sponsors, including Film London membership schemes.

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.
 - To oversee design and production of BFC marketing materials produced by the BFC's Communications Assistant, providing advice and support where required.
 - Any other duties as may be reasonably required.
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Experience and Personal Qualities

Essential:

- Substantial experience within a press and/or marketing team,
- The ability to work confidently and personably with press and industry representatives of all levels
- Ability to communicate, negotiate, network and influence effectively.
- 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.
- The ability to perform in-house design work and oversee outsourced projects to a high standard.
- Highly computer literate, with proven skills and experience using Adobe Creative Suite, specifically InDesign and Photoshop, and preferably a working knowledge of Illustrator.
- Experience overseeing and creating engaging content for a variety of communications channels.
- Works well with others as part of a team.
- 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