

# CAMPAIGN COORDINATOR

FREELANCE ROLE



## Key information

**Role:** Campaign Coordinator - Film Hub North

**Fee:** £7,000

**Timeframe:** 25 days, worked flexibly between Oct – Dec 2021

**Location:** Remote working, covering nationwide activity. Must have own IT equipment.

**Employer:** HOME

**Reports to:** Screen Heritage Producer, Film Hub North

**Deadline:** 5pm on Monday, 18 October 2021

**Interviews:** Wednesday, 20 October 2021

**Start date:** Immediate start from Friday, 22 October 2021

## About the role

Film Hub North is seeking an individual or agency to provide marketing and social media consultation on a range of screen heritage events taking place between October – December 2021. These events have been supported by the Hub as part of the BFI Film Audience Network's nationwide screen heritage programme, New Directions.

The Campaign Coordinator will work closely with funded organisations to increase the impact of their audience-facing projects. The Coordinator will consult on marketing plans, create digital assets and support social

media campaigns. They will also be responsible for seeking out opportunities for publicity, increasing even visibility and maximising in-venue and online audiences.

The successful applicant will have experience of delivering bespoke marketing campaigns and supporting projects to reach local audiences. They will be able to hit the ground running, create partnerships and take the initiative without direct supervision.

The post requires someone who is able to multi-task, working across a varied programme of simultaneous events while providing effective communications support.

Essential experience required:

- Marketing for cultural organisations/events
- Social media marketing
- Writing press releases and organising press interviews
- Editorial and copywriting
- Digital asset creation
- Partnership working
- Knowledge of the independent film landscape

## About the BFI Film Audience Network

The BFI Film Audience Network (FAN) was set up in 2012, using funds from the National Lottery to support a stronger and more connected approach to growing audiences for British and international film on the big screen.

FAN is made up of eight regional and national Film Hubs, providing a comprehensive geographic reach across the UK with the aim of increasing the breadth and depth of film available to audiences. FAN is central to the BFI's commitment in BFI2022, its current five-year plan, to giving everyone, everywhere in the UK the opportunity to enjoy and learn from the richest and most diverse range of great British and international filmmaking, past, present and future.

The eight Film Hubs are: Film Hub London, Film Hub Midlands, Film Hub North, Film Hub Northern Ireland, Film Hub Scotland, Film Hub South West, Film Hub South East, and Film Hub Wales.

## About the Screen Heritage programme

Film Hub North leads a UK-wide Screen Heritage programme on behalf of FAN with the overall aims of supporting an ambitious programme of public screenings, and increasing access to the UK's moving image archives.

The overarching theme for these screenings is Changing Times – a multi-year programme of activity running from 2018-23. After the pausing of the fund in 2020 (due to Covid restrictions), the third year of the programme was launched in 2021 and the final programme will commence in 2022.

Changing Times is an exploration of over a century of social change as documented by the UK's public film and television archives. Each year, the programme takes a distinct thematic approach with the aim of discovering stories from the archive that resonate with contemporary audiences and highlight the many voices, hidden histories and forgotten records that make up our collective past.

The aims and objectives of the FAN Screen Heritage programme are to:

- Increase in-venue audiences for screen heritage material - especially that being digitised as part of the BFI2022 Screen

Heritage initiative, as well as other material from the UK's significant screen heritage collections.

- Increase audience engagement with screen heritage and deepen the quality of their cultural experience.
- Boost the engagement of audiences aged 16-30 with screen heritage.
- Increase the diversity of audiences for screen heritage material.

## How to apply

In order to apply, please send us the following documentation:

- CV
- Cover letter (no more than 1 page) highlighting previous experience and why you are interested in the role
- [Equal Opportunities Questionnaire](#)

Application documents should be sent to Andy Robson:  
[andy@filmhubnorth.org.uk](mailto:andy@filmhubnorth.org.uk).

**The deadline for applications is 5pm on Monday, 18 October 2021.**

Interviews will be held on Wednesday, 22 October 2021. Immediate start from Friday, 24 October 2021.

If you have any questions or would like to discuss this opportunity before applying, please contact Andy to discuss.