



Communications and Events Manager - British Film Commission

Terms: Fixed Term Contract, 5 days a week

Period: to 31st March 2025

Salary: £40,000 - £44,000 pa

Job Details

We are looking for an experienced Manager to work full time on a Fixed Term Contract basis as part of our Communications team to help devise, coordinate and deliver an enhanced package of Communications and Events activity for the British Film Commission (BFC) over the period of the contract.

Working with the Communications team and the other British Film Commission teams (UK and US), the post-holder will help shape strategy and coordinate the BFC's communications and reporting, including its marketing activity and brand presence at Film Festivals, Expos and Markets, as well as providing communications support ahead of the BFC's UK Film & TV Week in LA and Familiarisation Trips. They will be responsible for developing and delivering a programme of events to support the Communications Strategy objectives. They will also be responsible for devising and delivering an engagement strategy with colleagues in the nations and regions' screen agencies, building and supporting these key relationships over the course of the contract.

The Communications & Events Manager – British Film Commission will report to the Head of Communications & Public Affairs, who in turn reports into the CEO. The post-holder will be responsible for line management of the BFC Communications & Marketing Consultant (freelance), and will work closely with the Head of PR and Marketing, as well as with the wider British Film Commission teams in the UK and US offices, including the Senior Vice President, US Production and Events.

Key Responsibilities

Communications and Engagement

- Help to shape 2024/25 Communications Strategy for the British Film Commission, working with Communications and Operational colleagues to ensure BFC's priorities are reflected in Communications objectives for the year.
- Work with the BFC Communications and Marketing Consultant and wider Communications team to ensure delivery of communications outputs identified.
- Develop and deliver a programme of engagement with counterparts in the UK nations' and regions' screen agencies, building and supporting these key relationships.

Marketing and Branding

- Work with the Head of Communications & Public Affairs and Head of PR & Marketing to develop the strategic approach to, and successful planning, management and delivery of, the FC's enhanced Marketing and Branding activity for 2024/25, which will include:
 - Delivering a focused Marketing strategy aimed at enhancing the BFC's brand visibility internationally
 - Creation of a new 2024/25 BFC showreel
 - Creation of digital / audio visual assets to promote the UK's offer, including the enhanced AVEC/UK tax credits, UK nations' and regions' offer.
 - Delivery of a refreshed BFC digital brochure.
- Manage existing and recommend new branding partnerships to promote the UK's film and HETV offer – including VFX and animation; the BFC and the UK's nations and regions as leading global production centres.
- Working with the Head of PR & Marketing and BFC's Communications and Marketing Consultant on the design, preparation and distribution of BFC marketing materials, helping ensure the quality and visibility of BFC's brand and presence are maintained and enhanced over the course of the contract period.

Events

- Work with the Head of Communications & Public Affairs, Communications team and Senior Vice President, US Production and Events, to develop the strategic approach, and successful planning, management and delivery of events in line with our Communications strategy, working effectively with relevant teams, partners and stakeholders. This includes receptions, dinners and brand presence at Film Festivals, Markets and expos.

Website Support

- Working with the Communications and Marketing Consultant, support the maintenance of and updates to the BFC website. When necessary, provide support for any updates to the site.

Social Media Support

- Support BFC social media activity when required across channels on Twitter and LinkedIn.

Line and Contractor Management

- Management of Freelancer support for the Communications team.

Essential Experience and Personal Qualities

Essential

- Previous communications, marketing & events management experience essential.
- Experience of working in the film and TV industry.
- Extensive experience of working within a communications and marketing environment, preferably in a film or media related environment.
- Sound and demonstrable project management experience.
- Line management experience.
- Working experience in and knowledge of InDesign software.

- Proven relationship management skills – ability to bring together multiple stakeholders in pursuit of common goals to deliver successful activities.
- Ability to communicate, negotiate, network and influence effectively, establishing positive relationships that generate confidence and trust.
- Good management and team building skills, and works well with others as part of a team.
- Excellent written and oral communication skills.
- Ability to manage budgets effectively.