

## HEARTLAND FILM

**POSTION:** Digital Marketing Coordinator

**STATUS:** Full Time, Salary/Non-Exempt

**PURPOSE:** To promote and increase audience attendance at Heartland Film's events and festivals through engaging content on various social media platforms and to assist the Marketing Department with video and graphic design needs.

**REPORTS TO:** Senior Creative Manager

### PRIMARY DUTIES:

#### Social Media

- Manage all social media posts on Heartland Film's platforms, including FB, IG, X, Letterboxd, LinkedIn and YouTube
- Work with the Marketing Department to create social media guidelines and goals around content strategy, growing followers and increasing engagement
- Reply to all social media comments and messages
- Capture content at events and festivals
- Record and edit videos for platforms to use for posts, reels and stories
- Design graphics for social media
- Gather and review social media performance numbers
- Manage collab posts with other organizations
- Oversee the social media influencers program
- Create and run social media ads
- Create social media toolkit for filmmakers, community partners and donors
- Keep LinkTree updated

#### Social Media Influencers

- Research and recruit local influencers
- Work with the Marketing Department to select social media influencers for different events
- Manage the communication with social media influencers
- Set expectations for social media influencers
- Track social media influencer requirement fulfilment and engagement
- Organize social media influencer gatherings and photoshoots
- Organize and distribute social media influencer swag bags

## **Graphic Design**

- Work with Sr. Creative Manager on graphic design needs
- Create event pre-shows
- Work with Operations Department for the Eventive ticketing website graphic needs
- Work with other departments in their graphic design needs including stationary, invites, event signage and development department tools

## **Additional Tasks**

- Development and manage text messaging service
- Work with Sr. Creative Manager on video needs including event intro videos and recap videos
- Create President's Monthly newsletters
- Attend events to capture social media content
- Assist the Marketing Department with other needs that arise

## **Job Requirements**

- Organized and able to work/plan ahead
- Goal-oriented and strategic
- Creative and innovative
- Able to work in team settings
- Able to work in-person and attend events
- Outstanding written and verbal communication skills
- Proficient in navigating social media platforms
- Ability to predict and implement social media trends
- Proficient in Adobe Premiere or other video editing software
- Proficient in Adobe Illustrator and Canva for graphic design

## **TO APPLY**

- <https://forms.monday.com/forms/67c16ecd2eba996218706d1ee84ef299?r=use1>
- We will be reaching out to applicants for a first round of interviews soon!