

**Rocky Mountain Women's Film (RMWF) builds community around film by elevating the voices of women and others who are often unheard and unseen.** Every Fall, we present the annual Rocky Mountain Women's Film Festival, the longest running women's film festival in North America. We also host a variety of ticketed and free events and screenings throughout the year. Read more about our programs on our website: <https://rmwfilm.org>.

### **POSITION: MARKETING AND ADVERTISING (Contract Position)**

Email your resume and a sample of your work to [info@rmwfilm.org](mailto:info@rmwfilm.org). Position will remain open until filled. No phone calls please.

### **JOB SUMMARY**

Responsible for planning, producing, and supervising the execution of marketing and advertising activities, including: content creation, collateral materials, social media engagement, public relations, and print media for RMWF events. This position is expected to create materials that are essential to the success of our organization's message, both internally and externally, by ensuring marketing campaigns are built out to touch the right people, with the right message, at the right time. This is a hybrid position: work from home with the option to share RMWF office space as needed. This position requires attendance at several events, with a strong emphasis on the Fall Film Festival (Oct. 17-20, 2024). This position reports directly to the Executive Director. And, will interact with staff and volunteer committees. This is a contract position with a flexible schedule. Compensation is \$30,000.00 for work performed May 2024-March 2025.

### **RESPONSIBILITIES**

#### **MARKETING & COMMUNICATIONS**

- Create and manage the content calendar
- Create regular e-blasts, social media posts, press releases, blogs, and calendars listings
- Create promotional graphics for upcoming events
- Update RMWF website with event details
- Write, edit copy, and select photos as needed for event collateral, advertising, website, and program
- Produce and distribute RMWF marketing materials, including media toolkits for community partners
- Ensure consistent communication of our brand to all constituencies, both internal and external

#### **EVENT SUPPORT**

- Coordinate design, production, and installation of event signage and graphics including wayfinding, fundraising campaigns, promotional items, merchandise, and general event branding
- Collaborate with staff to coordinate and execute year-round events
- Interface with outside marketing and graphic design vendors

## **ADMINISTRATIVE**

- Maintain all assets in shared online workspace
- Attend team meetings as needed
- Use Airtable for project management

## **SKILLS**

- Self-starter with commitment to the mission and vision of [RMWF](#)
- Ability to collaborate and contribute to an inclusive environment
- Proven experience with marketing, content creation, graphic design, brand strategy, communications
- Strong oral and written communicator with a commitment to collaboration across many teams
- Strong sense of teamwork
- Creative, strategic thinker with advanced organizational skills
- Tech-savvy marketer with literacy in design packages such as Adobe Creative Suite, and Canva
- Ability to develop creative solutions to operational challenges
- Demonstrated ability to manage multiple tasks and meet deadlines
- Detail-oriented and demonstrated attention to accuracy
- Willing to work a variable schedule, including some evenings and weekends

## **PREVIOUS EXPERIENCE DESIRED (OR WILLINGNESS TO LEARN)**

- Utilizing survey software such as Google Forms or Survey Monkey
- Utilizing a customer relation management (CRM) platform such as Neon One or Constant Contact
- Familiarity with Airtable, Canva, Adobe Creative Suite, Google Workspace, Wordpress, later.com
- Overseeing the design and production of print materials and publications
- Managing multiple projects at a time
- Managing a budget
- In-depth familiarity with event/film festival operations

*Note: applicants do not need to meet 100% of qualifications to apply.*

Rocky Mountain Women's Film is an equal opportunity employer. We celebrate and respect diversity and are committed to creating an inclusive environment for all employees. We do not discriminate in employment on the basis of race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, membership in an employee organization, retaliation, parental status, military service, or other non-merit factor.