

SYDNEY FILM FESTIVAL

POSITION DESCRIPTION

Position Title	Digital Marketing Coordinator
Reporting to	Digital Marketing Manager
Contract Dates	16 March – 19 June 2026
Hours of Work	5 days per week, Monday to Friday, 9am – 5pm with an understanding that Festival work will require some out of hours work which is considered for in the remuneration.
	This role is based in The Rocks, Sydney.
Salary	\$65,000 pa + super (pro rata) + Superannuation contribution

The Sydney Film Festival (SFF) is one of the longest running events of its kind in the world.

The annual June Festival brings the best new films from Australia and around the world to audiences in Sydney. As well as 250+ features, shorts, retros, and documentaries from over 50 countries across 350+ sessions at around eight Sydney-wide venues across 12 days. The Festival is celebrating its 73rd Festival in 2026 between 3 – 14 June.

The Festival hosts several awards to recognise excellence in filmmaking, including the Official Competition, Documentary Australia Award for Australian Documentary, and Dendy Awards for Australian Short Films (which are Academy Award eligible) incorporating fiction, animation, and screenplay categories.

SFF also presents the Travelling Film Festival, taking mini festivals to 19 venues across regional NSW, the Northern Territory and regional Queensland. SFF receives funding from federal, state, and local government, corporate sponsorship, and philanthropic donations.

OVERVIEW OF THE POSITION

The Marketing Team is responsible for the successful promotion of all aspects of the Festival, including films, program strands and non-film events. It carries the primary responsibility for achieving sales and attendance targets and runs all advertising, publicity, promotional and ticketing activity for SFF, the TFF and related corporate areas including Development and Philanthropy.

We're seeking a Digital Marketing Coordinator to expand digital engagement with SFF. You will use your exceptional writing and digital skills to manage the daily social media calendar, execute social media campaigns, and help build and send the Festival's eNews, under the guidance of the Digital Marketing Manager. We're looking for an ambitious, creative, and results-driven individual who is happy to work in a highly collaborative team and implement digital marketing campaigns.

Daily tasks range from overseeing social media engagement and responding to customer enquiries, ideating and executing social media posts, updating and maintaining the SFF website, and supporting in the creation of EDMs.

The successful applicant will enjoy working in a busy environment and be able to juggle multiple tasks concurrently. This is a pressurised, time sensitive role that requires a full range of digital and editorial skills, the capacity to liaise with SFF partners and coordinate material within SFF.

The key tasks and responsibilities of the Campaign Manager are:

- Oversee and organise the SFF social media calendar
- Ideate and create engaging social media content and copy across all social media channels including Instagram, Facebook, TikTok, Letterboxd, Bluesky, LinkedIn, and more
- Update the SFF website with up to the minute correct information, including guest biographies as they are confirmed
- Test and troubleshoot the SFF website and ticket pathway to ensure an excellent user experience for all customers
- Support the Digital Marketing Manager in the creation of EDMs
- Contribute to content creation, alongside the Content and Materials Manager and Coordinator
- Support the Partnerships team in scheduling and delivering social media deliverables for SFF partners
- Report on and analyse online marketing campaigns including organic and paid search, email, affiliate, display and social
- Use data to gain insights into website performance and provide ideas on how to increase our audience size and engagement with our audience

Key Selection Criteria

Essential

- Previous experience with social media at a business to create/promote and manage campaigns
- Demonstrable experience managing customer communications through social media channels
- Demonstrated experience and understanding of best practice when creating and posting on social media channels
- Proven ability to work in a high-pressure environment, with competing priorities and deadlines
- Experience in copywriting for brands, adhering to brand style and tone
- Good understanding of multi-channel content environments
- Excellent written and verbal communication skills
- A flexible attitude to working hours, especially around launch and the Festival period

Desirable

- Relevant qualifications in Communications, Marketing Journalism or a similar discipline.
- An interest in film and the film industry
- Previous experience working in events in the arts or a cultural organisation.
- Experience using Wordpress and Mailchimp
- Experience in Adobe Creative Suite (Photoshop, Premiere Pro, etc), Canva and/or Figma

- A good working knowledge of Sydney, with reference to arts organisations and online audiences

Core Competencies

- *Team Focus:* Is committed and skilled at working with and assisting others to achieve positive outcomes
- *Flexible:* Demonstrates a willingness to take on new challenges roles and responsibilities and adapt positively to changing working conditions and priorities
- *Self-Starting:* Highly motivated to achieve, shows initiative and acts proactively to deliver excellent results without directive supervision
- *Interpersonal:* Skilled at building rapport, understanding others needs and developing effective working relationships
- *Resilience:* Able to persist and deliver when faced with challenges and bounces back quickly from setbacks

To apply for the position, please send your CV and a cover letter addressing the key selection criteria, and your suitability for the role to Dominic Ellis, Digital Marketing Manager at info@sff.org.au by 9am Friday 6 February 2026. Interviews to commence shortly after application closing date.