

**Position:** Marketing and Outreach Coordinator

**Reports To:** Executive Director

**Works With:** Artistic Director, General Manager

**Supervises:** Marketing and Social Media Interns

**Hours:** Part-Time, Hourly, \$18 per hour

December - August: Capped at 25 hours per week

September - November: Capped at 40 hours per week

Must include evening and weekend availability as needed

Schedule can be flexible and include partial remote work

### **Marketing and Outreach Coordinator Responsibilities**

*The organization's Marketing and Outreach Coordinator will be responsible for managing and executing the marketing plan for the organization's year-round programming, as well as additional marketing and outreach activities in line with the annual Houston Cinema Arts Festival, which takes place in November. This is a part-time position during the spring and summer months, with hours increasing to meet the needs of the organization during the Festival planning process.*

Assist in community outreach and implement marketing partnership agreements with community partners  
Execute Social Media Strategy (Facebook, Twitter, and Instagram) including Graphic creation with input and direction from Artistic Director

Manage HCAS Vimeo and YouTube pages

Adhere to and implement the HCAS style guide in marketing materials

Oversee and update HCAS website (cinemahtx.org) regularly

Support Executive Director in ad buy strategies, the marketing plan, and managing the marketing budget

Support and work closely with Artistic Director in identifying community, promotional and outreach partners in alignment with programming and audience cultivation

Strategize and implement email marketing campaigns and overall email blasts with guidance from the Artistic Director who will also review and approve weekly blasts.

Originate and distribute Press Releases in relation to HCAS programming in collaboration with Artistic Director, and with line edit from Artistic Director

Maintain HCAS press list

Maintain working knowledge of local, national, and international film industry and festival landscape as well as local Houston arts landscape and especially the intersection of all of the above, and share on socials when applicable

Collect ad analytics from outlets and social media

Assist General Manager in selecting and mentoring Marketing Interns

Manage collection of Press Kits and other Film Assets

Manage Calendar listings on external sites

Assist with preshow and front of house for HCAS events, year-round and during the Festival

### **Festival Responsibilities (September - November)**

Support General Manager in the hiring, supervising, archiving, and distributing of photography and videography

Oversee CineSpace Marketing including regular meetings with the CineSpace Marketing Team

Manage Festival imagery in all external communications with oversight from Artistic Director  
(website, email list, eventive, social media, partner communications, etc)

Support General Manager in supervising festival proofreaders and translators

Oversee design and production of all festival collateral, including: posters, totes, shirts, volunteer shirts, badges, program guide, pocket guide, step and repeat, three-sheet, flyers, ads, virtual page design, stickers, laurels, and other assets as needed with Graphic Designer and Artistic Director

Other related responsibilities in areas of marketing and outreach may be assigned during the planning period for the Houston Cinema Arts Festival

After the Festival, submit comprehensive wrap reports including any applicable data and feedback from Festival partners

**Experience and Qualifications:**

- Strong interpersonal skills and confidence in facilitating communication with community partners, event patrons, and the press.
- Able to work independently, efficiently, and under deadline pressure.
- Excellent written and verbal communication skills.
- Detail-oriented and able to multitask in a fast paced environment.
- Experience in various office and graphic software applications such as, but not limited to, Microsoft Office Suite, Google Suite, Adobe, Streamyard, and Zoom.
- Experience in Wordpress preferred.
- Experience in film software such as, but not limited to, FilmFreeway and Eventive preferred.
- Access to a vehicle preferred.

**Considerations regarding COVID-19:**

Houston Cinema Arts Society is strongly committed to the health and safety of our patrons, volunteers, and staff. As such, we will be requiring all staff employees to be fully vaccinated against COVID-19 (including the corresponding booster shot) by their first date of employment. Considerations will be made for staff who are unable to receive the vaccine due to other health concerns or religious beliefs. Any staff may be asked for their Vaccination Status at any time, and unvaccinated staff members will be expected to comply with screening questionnaires, temperature checks, and regular testing for COVID-19.

**HCAS Commitment to Diversity and Inclusion:**

Houston Cinema Arts Society is an Equal Opportunity Employer. We are committed to bridging cultural gaps and creating an environment of inclusion and equity for all. As such, HCAS does not discriminate on the basis of race, color, religion, sex, national origin, age, disability, marital or familial status, sexual orientation, gender identity, veteran status or any other basis prohibited by local, state, or federal law. We encourage people of all backgrounds to apply, including people of color, women, LGBTQ+ individuals, and people with disabilities, veterans, and others who demonstrate the ability to help us achieve our vision of a diverse and inclusive community. Successful candidates will commit to an equitable and inclusive workplace, including but not limited to: racial equity, accessibility for individuals with disabilities, use of gender inclusive language, and cultural sensitivity.

**How to Apply:**

Please send your resume and cover letter to [jobs@cinemahtx.org](mailto:jobs@cinemahtx.org) with the subject line “Marketing and Outreach Coordinator Application” + your first and last name.