



## **Africa in Motion PRESS OFFICER Job description & person specification**

### **JOB TITLE: Press Officer**

**REPORTING TO:** Festival Managers

**BASED:** Templeton House, Glasgow

**TERM:** 10 hours per week from 8 September to 14 November (10 weeks)

**SALARY:** Total fee of £1,000 paid in two instalments

### **Overall purpose**

This role is an exciting opportunity for someone with experience of media relations to join us as press officer for Africa in Motion Film Festival 2014. We are looking to appoint a Press Officer from 8 September to 14 November 2014, to design and implement a press campaign for the 2014 festival edition.

The position will be mainly freelance but the candidate will be required to spend at least half a day per week at the festival office in Glasgow. The ideal candidate will live in Edinburgh or Glasgow; have experience in media relations; have a strong existing network of press and media contacts in the Scottish and UK arts sector; and experience of working with an art organisation.

### **Key responsibilities**

- Work closely with the management team to communicate the aims and activities of the festival organisation to the media
- Devise and implement innovative press campaigns for Africa in Motion Film Festival 2014
- Identify key stories of interest to the media in relation to festival programme
- Draft clear and effective press releases to help maximise coverage for the festival
- Secure extensive press coverage for the festival in local, regional, national and international media, including newspapers, magazines, online and broadcast (radio and television)
- Develop and maintain strong relationships with all key press and media contacts locally, regionally and internationally (in particular film and African press)
- Create and collate press resources – including a press page on the Africa in Motion website – containing press releases, press accreditation forms, hi res images, press contacts etc.
- Respond to queries from the media for information, images, screeners etc.
- Handle press accreditation and access for visiting media

- Set up press interviews as required, including with festival representatives and guests (visiting filmmakers and speakers)
- Be present and visible during the festival itself (dividing your time between Edinburgh and Glasgow), in order to handle all press and media related aspects of the festival
- Monitor festival presence in the media, including circulating clippings within the organisation and to relevant external contacts
- Secure an execute partnerships with regional media partners The List and The Skinny
- Archive all press coverage (through hard copies and recordings)
- Produce an extensive report evaluating and analysing festival media coverage (due by the end of the contract)
- Maintain up-to-date press lists for national and local media
- Any other duties commensurate with the scope and status of the post

### **Person specification**

#### **Essential**

- At least two years' experience working in a press function, preferably in an arts organisation
- A broad interest in film
- Experience of having worked on an extensive media campaign for an arts organisation
- Excellent planning and strategic thinking skills
- Excellent attention to detail
- Excellent written and oral communication skills
- Experience of writing and researching background material, drafting press releases
- Excellent organisational and time management skills
- The ability to liaise with all teams across the organisation
- Ability to communicate effectively in a range of different settings and to act as an effective ambassador for the organisation
- Have an existing network in the press industry

#### **Desirable**

- Experience of working in film communication

#### **To apply**

Please send your CV and a one-page covering letter that summarises your interest in this post. Your covering letter and CV should provide evidence of your ability to match the criteria outlined in the Person specification. Please also give details of two referees who could be contacted independently.

Send your CV and covering letter to Natalia Palombo: [natalia@africa-in-motion.org.uk](mailto:natalia@africa-in-motion.org.uk)

**The closing date for applications is 5pm on Sun 24 August 2014**

## Background Information

Africa in Motion is an annual African film festival taking place in Edinburgh and Glasgow, now in its ninth year, comprising of film screenings and complementary events. Over the last eight years AiM has established itself as one of the largest African film festivals in the UK, showing African films that would not typically be shown in Scotland, thus expanding audience choice and exposing cinemagoers to new genres of film.

Over the past eight years have screened over 350 films to around 20,000 people. Screenings have included retrospectives of some of the most important directors of classic African cinema, as well as dozens of UK premieres of contemporary African films, most which do not gain general distribution in the UK and would not otherwise be seen.

Gearing up to AiM's 10<sup>th</sup> anniversary next year, Africa in Motion 2014 will be our most ambitious programme yet in terms of number of film titles, scope of the programme (genre, theme, time period, production countries etc.), range of complementary events, number of film screenings and screening venues, number of partners, geographical locations of the screenings and events, and predicted audience numbers. This year's programme will cement Africa in Motion's growing reputation and track record as one of the most important platforms for African cinema internationally.

This year's main festival is set to take place between 24 October and 8 November,

Our festival theme for 2014 is *Looking back, reaching forward* and will focus on retrospectives of the past and explorations of the present and the future of Africa, including contemporary and classic fiction features, short films, documentaries, experimental work and animation. The programme will have a main focus on 20 years of democracy in South Africa, for which we have partnered with the live performance season Afrovibes, as well as with the other African film festivals in the UK to programme a season of South African films to travel across the UK. Other strands in the programme will include a focus on Rwanda, as 2014 also marks 20 years since the genocide; a retrospective of classic African films as part of the launch of a new book *Africa's Lost Classics: New histories of African cinema*, which grew out of classic African films screened during previous AiM editions; a strand of African science fiction films in conjunction with the BFI's national focus on sci fi; and a strand on African sport drawing following our earlier tour of *Sports Stories from around the African Commonwealth* held between June and August as part of the Glasgow 2014 Commonwealth Games Cultural Programme.