

FILM INDEPENDENT

Job Description as of April 2024

Title: Senior Manager, Digital Content

Reports to: Director of Marketing

Status: Exempt, full-time Salary \$70,000 + benefits

Location: Los Angeles, CA (Hybrid)

ABOUT FILM INDEPENDENT

Film Independent's mission is to champion creative independence in visual storytelling in all its forms, and to foster a sense of inclusion. We support a global community of artists and audiences who embody diversity, innovation, curiosity and uniqueness of vision.

Job Description:

The Senior Manager, Digital Content is a strategic leader who manages the overall web editorial schedule, provides video coverage of Film Independent events, regularly contributes to blogs and manages a pool of contributing bloggers and filmmakers. They ensure that Film Independent's written and video content have a consistent, authentic voice in line with Film Independent's identity and values, and are engaging, informative and on brand. The position is responsible for aspects of content marketing including SEO, content syndication, digital partnerships and creatively increasing organic web traffic and engagement.

Duties:

- Creates and manages web editorial calendar and communicates with contributing bloggers and key staff from the organization to maintain a consistent pipeline of original content
- Covers major Film Independent events on an ongoing basis, writing regular blogs and creating regular video content
- Manages a pool of contributing bloggers; edits pieces ensuring consistency of voice and adherence to style guide
- Working with Marketing staff as well as Leadership, identify new ideas for compelling content that would appeal to a broad film-loving audience as well as the Film Independent community
- Sources and resizes photos; posts all web editorial content via WordPress
- Leads video content strategy and oversees video production of original videos
- Edits videos of Film Independent Q&As, live event recaps, full panels, filmmaker interviews, and more
- Ensures that short form content generated around and by the Spirit Awards (show clips, sizzle reels, etc) are delivered with a high degree of professionalism and in a timely manner, working collaboratively with outside partners as needed
- Activates and manages a pool of contributing content creators and editors
- Curates and oversees shareable video content on Film Independent's YouTube page and ensures each piece is properly tagged and promoted for maximum views.
- Monitors and maximizes ad revenue generated from video platform(s)

- Forges strategic partnerships to drive more traffic to Film Independent web properties and video content
- Manages and improves organic search engine performance and stays up-to-date on latest trends, changes and best practices in online marketing spaces and emerging platforms
- Writes and edits promotional website copy as needed
- Fields requests from licensees of Film Independent archival footage to put together license agreements and deliver footage
- Manages editorial and production budgets and contributor invoicing
- Manages 1-2 full or part-time Video Production and/or Editorial Interns to assist in content creation and management
- Other duties as assigned

Measurable Goals:

- In first year, maintain content output (video and blog content) consistent with prior year (2023-2024)
 - Increase subscribers to FI's YouTube channel, as well as total views to our YouTube content
 - Build up pool of bloggers and videographers to establish an adequate roster of creators for content needs
 - Work to ensure that YouTube ad revenue grows year over year
 - Report on all measurable goals on a quarterly basis to Director of Marketing
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Requirements:

- Minimum 4-5 years' experience managing content for high traffic website(s)
 - Deep love and knowledge of film and independent film in particular
 - Excellent writer – writing succinctly, with panache, and under deadline
 - Expertise working in cross-functional environments with multiple stakeholders
 - Solid understanding of project management in the digital marketing space
 - Experience with video production from concept to creation with a high sensitivity to resources and budgets
 - Must have reliable transportation for business-related travel outside of the office as needed
 - Must reside in Los Angeles
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Competencies:

- Excellent written and verbal communication skills
- Experience blogging to achieve organization goals
- Proven track record as an effective project manager and leader
- Ability to prioritize and manage multiple projects in a fast-paced deadline-driven environment as part of a team and under pressure with all personalities at various levels.
- A high degree of leadership and strategic thinking skills
- Knowledge of SEO and experience forging marketing partnerships
- Experience with Adobe Photoshop, Adobe Premiere and WordPress
- Knowledge of film and the independent film community
- Bachelor's degree in English, Journalism or Film

How to Apply:

Interested candidates are invited to submit their resume and cover letter outlining their relevant experience and qualifications to jobs@filmindependent.org

Please include "Senior Manager, Digital Content" in the subject line.

Don't meet every requirement? Studies have shown that women and people of color are less likely to apply for jobs unless they meet every single qualification. We are committed to building a diverse, inclusive, and authentic team. If you're excited about this role but your past experience doesn't align perfectly with the job description, we would like you to apply anyway. You may just be the perfect fit for either this or other roles.

Film Independent is an equal opportunity employer and will not discriminate against any employee or applicant based on race, color, national or ethnic origin, religion, age, gender, handicap, pregnancy, sexual orientation or veteran status.