



Freelance PR Tender for UK International Jewish Film Festival 2017

The UK International Jewish Film Festival (UKIJFF) is the UK's leading Jewish film event and Europe's largest Jewish film festival. It introduces the finest new British and international films with Jewish or Israeli themes to an expanding London and UK-wide audience. This year, the Festival will be held across venues in the UK from 9 – 26 November.

UKIJFF's annual Awards celebrate film with categories for Best Film, Best Debut Feature and Audience Choice Award.

We are looking for an experienced PR freelancer to work alongside the Marketing and Festival team, in order to manage and deliver effective PR and publicity across all media platforms, incorporating consumer and trade media. The scope of work includes press and publicity relating to:

- Main programme
- Events
- Galas (including Opening Night Gala)
- Awards

Role Requirements

- ✦ Directly manage all PR related activities
- ✦ Produce and deliver an integrated Press and PR strategy for the 2017 Festival that increases media coverage in the UK
- ✦ Liaise closely with Head of Marketing to ensure the communication objectives are met
- ✦ Evaluate current media partnerships and decide on course of action for 2017 Festival
- ✦ Produce and manage PR or launch events
- ✦ Generate PR/editorial interest with wider media and mainstream press including regional, national and international media, local radio, local television and national networks using press releases, previews, editorials, briefings and features in conjunction with partners
- ✦ Develop relationships on behalf of UKIJFF with key press and media

- ✎ Coordinate arrangements for tickets for journalists and media representatives at selected events
- ✎ Promote Festival through Jewish media as one of the UK's major Jewish, cultural events
- ✎ Provide a daily press update in the Festival period ensuring all coverage is collated and shared on a daily basis for use by the Head of Marketing on marketing channels
- ✎ Collate a post event Press and PR review with clippings for all stakeholders
- ✎ Think creatively to generate stories that appeal to the press that isn't necessarily about the films

Applicants must provide evidence that they meet the following requirements and provide examples:

- ✎ Contacts within UK film and features press
- ✎ An excellent understanding of Jewish media titles
- ✎ Experience of producing Press and PR campaigns for film events
- ✎ In-depth working knowledge and experience of working with arts and cultural organisations
- ✎ Be sufficiently experienced to ensure this brief is delivered on time and to budget Applicants must demonstrate:
- ✎ Excellent communication skills and expertise
- ✎ Excellent team working and collaborative skills
- ✎ Excellent oral and written skills
- ✎ Good computer literacy skills

Applicants must also:

- ✎ Be willing to undertake 'off-duty' working hours
- ✎ Be willing to work from the UKJF offices
- ✎ Have access to own transport

All applications should be sent to katie.gilbert@ukjewishfilm.org

Please provide a Cover Letter and CV

Closing date 13 July 2017