

## **Community Engagement Coordinator**

Borderlines Film Festival is seeking a Community Engagement Coordinator to join the Festival team to deliver the next edition of the film festival in March 2025.

### **Company: Borderlines Film Festival**

**Place of work: Remote working from home and at The Courtyard Hereford and other venues during the Festival period**

**Hourly rate: £15.00 per hour, above the UK Real Living Wage for 2024/25**

**Type of Role: this role, may suit someone early in their career, or it may also appeal to anyone looking to broaden their experience from a similar field. Quality of experience and suitability to the requirements are more important to us.**

***Closing date: 19 November 2024, but we will be looking at applications as they come in and we advise early applications; we may appoint early when we find a suitable applicant***

Borderlines, recognised by the British Film Institute (BFI) as a film festival of national significance, will celebrate its 23rd edition in 2025. Spectacularly well-attended, it returns to its wide-ranging rural venues on the rural fringes of the West Midlands with screening at The Courtyard Hereford, Malvern Theatres, Ludlow Assembly Rooms, The Regal Cinema Tenbury Wells and the Flicks in the Sticks network of village halls and community centres.

We are the UK's largest rural film festival, with an enviable attendance, peaking at over 23,000 attendances in 2020. Screening the best new cinema from all over the world, the programme highlights include a strong line-up of previews. Borderlines takes place in up to 25 different venues, ranging from multi-discipline arts centres to community cinemas and village halls across 200 square miles of Herefordshire, Shropshire, Malvern and the Welsh Marches and we are the only film festival programmed in collaboration with the Independent Cinema Office.

We're looking for a new part-time member of staff, based locally, with strong organisational ability, a pro-active attitude to engaging with new audiences and an aptitude for building on our current community-based relations, together with exceptional customer relations skills. The successful candidate will join a small, well-established and successful team to deliver our next edition taking place from 28 February to 15 March 2025.

A role with this successful film festival represents an exciting opportunity for someone who is both passionate about film and community engagement and wishes to bring their expertise and enthusiasm to develop a career in this field.

The post will require a mixture of working remotely and on the ground in our area (Herefordshire, Shropshire, Malvern and the Welsh Borders) in the run-up to and throughout the Festival. Applicants must have access to their own transport and be prepared to travel to meet and work with organisations and groups throughout our area of operation.

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## **Community Engagement Coordinator**

**Role:** To develop and extend community engagement with the Festival across a wide range of targeted groups from initial engagement through to servicing delivery of Festival; to work with the Festival Director and Marketing Manager to capture and evaluate feedback during the Festival; and undertake administrative tasks to ensure the smooth running of the Festival from website input to co-ordinating the Festival Desk rotas at our main venues.

### **Duties Include:**

#### **In the Run-up to the Festival**

Attendance at meetings with Festival Director, Marketing Manager and staff team as required.

Under the guidance of the Festival Director to develop plans to encourage engagement with specific target groups, researching existing groups, specific needs and barriers to attendance and then drawing up plans geared towards community-led engagement.

To market specific films and events to target audiences in liaison with the Festival Director and Marketing Manager

As part of this community engagement role to ensure that Festival materials are widely distributed, updating databases of our mailing lists and newsletters and organizing the bulk distribution of brochures to participating venues and our distribution agents.

To arrange the printing and distribution of film notes, questionnaires and venue packs out to participating Flicks venues along with our engagement and feedback tools, in liaison with Marketing Manager

To co-ordinate the delivery of marketing materials to our larger venues The Courtyard Hereford and Malvern Theatres.

To supervise all aspects of our audience rating and evaluation tools used during the Festival in collaboration with the Festival Director and Marketing Manager, and review these in relation to specific audience needs

To set up and manage databases e.g. the volunteer rota for the Festival desk.

To oversee and monitor brochure distribution top-ups in co-ordination with volunteers in Hereford City and other major towns in the county as required.

To collect and collate paper-based audience questionnaires from village and market town

venues as requested.

To oversee the use of paypoint terminals for donations to the Festival at Hereford and Malvern.

To be part of the brochure proofreading team.

To be the first point of contact for incoming queries from the website.

### **During the Festival**

To provide a regular presence at the Festival Information Desk at The Courtyard as organized through the Staff Rota during the Festival.

To coordinate and process verbal visitor feedback / facilitate and oversee the use of tablets for festival survey.

To deputise for Festival Director or Marketing Manager e.g. releasing comps as needed per screening, dealing with visitor queries, sponsors' tickets and other issues arising in their absence.

To take on other tasks during the Festival as requested by the Festival Director and Marketing Manager both at The Courtyard and other Festival venues.

### **PERSONAL REQUIREMENTS**

#### **ESSENTIAL**

- Demonstrable experience of developing community engagement in arts-based activities
- Demonstrable experience of a full range of IT skills, including proficiency in Microsoft Office (Word and Excel), Google Forms, and proficiency with social media platforms
- Attention to detail and proof-reading abilities
- Proven ability to work independently and under pressure
- Good interpersonal skills and proven experience of reporting
- Valid driving license and access to personal transport
- Location – you must be based in the area that we cover and able to undertake distribution and marketing tasks in the run-up to the Festival
- Available to start work December 2.

#### **DESIRABLE**

- Love of cinema and films
- A good understanding of potential barriers to engagement for different communities
- Ability to collate data and evaluate
- Strong customer relation skills both for audiences and sponsors
- Experience of fostering good working relations with volunteers
- Experience of running websites

To apply, send your CV together with 2 referees and no more than 2 x A4 pages detailing your experience, why you want to apply for the post and how you meet the requirements of the job description to Naomi Vera-Sanso at [hello@borderlinesfilmfestival.co.uk](mailto:hello@borderlinesfilmfestival.co.uk).

Applicants must be able to drive and have access to a car. They need to be free, during the dates of the Festival, 28 February to 15 March, to work full shifts at The Courtyard Hereford and other venues, if requested.

Place of work: Work prior to the Festival and in the period after the Festival is on a work from home basis with occasional physical meetings. During the Festival period the place of work will be at The Courtyard Hereford or other Festival venues. Based on previous Festivals the workload is likely to be in the region of **500** hours.

***The closing date for this position is 19 November 2024, but we will be looking at applications as they come in and we advise early applications; we may appoint early when we find a suitable applicant***

**Start time – beginning of December**

Interviews 25-27 November.

Travel costs (return standard class rail fare) will be covered if interviews are in person.

For enquiries, please send an email to Naomi Vera-Sanso at [hello@borderlinesfilmfestival.co.uk](mailto:hello@borderlinesfilmfestival.co.uk)