



# Locarno Film Festival

The Locarno Film Festival is seeking a highly skilled and digital savvy communication expert to join our Communication & Marketing Department as a

## Content & Communication Strategy Consultant

Reporting to the General Management, and in line with the Festival's mission and strategic objectives, you will be responsible for developing and implementing the Festival's curatorial, editorial, and content strategy, with the aim to develop our brand, to build awareness and engagement with our different target audiences and grow our existing communities.

### Top priorities include:

#### Content strategy and production

- Curate key messages that reflect the Festival's mission and highlight its objectives and engage a creative exchange with communities and audiences.
- Work with the Festival's communications and programming team to develop and create formats and editorial strategies to promote the Festival's programme and artistic line.
- Support the communications team in developing and orchestrating editorial strategies for all touchpoints (e.g. publications, press releases, digital touch points).

#### Digital Communications

- Oversee digital communications (website editorial, social media and newsletters) and assist with content strategy and editorial review.
- Oversee the development and curation of the Festival's website and social media channels to provide up-to-date information about the Festival and promote its content and activities.
- Work effectively with the editorial and digital content team and cross-functional teams, to develop and maintain cohesive messaging, a consistent brand voice and tone across all communication channels.



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## Skills and experience

Our ideal candidate has a passion for cinema and its history, a creative and strategic mindset, with experience in communication and storytelling, in the field of arts and culture.

- Bachelor's degree in communication, journalism, marketing, or a related field, with at least 3 years of working experience in communication, content strategy and user experience, preferably in film festivals or in other cultural contexts.
- Exceptional storytelling and writing skills, with a proven track record of developing and executing successful communication and digital content strategies.
- Native speaker or business-level proficiency in English is a must. Business-level proficiency in Italian, French and/or German is a plus.
- Strong understanding of user experience design, analytics, digital tools, platforms (mainly CRM and CMS).
- Solid knowledge of digital marketing including social media, digital content distribution and email marketing.
- Knowledge of the film industry, the world of film publishing, existing film communication strategies and the various market trends would be an advantage.
- Independent, organized, and proactive team player with the ability to build collaborative relationships at all levels of seniority in cross-functional teams.
- Possibility to be in Locarno for the 76<sup>th</sup> edition of the Locarno Film Festival (August 2-12, 2023).

## Typology of employment

- Fixed-term contract: starting as soon as possible until the end of August, with possibility of further collaboration if there is mutual interest.
- Degree of employment: 100%.
- Salary to be agreed upon.
- Place of work: preferably Locarno for the entire duration of the contract.

## Application

Please send your full application with CV and motivational letter to: [talents@locarnofestival.ch](mailto:talents@locarnofestival.ch), with email subject line: **Content & Communication Strategy Consultant**