



Contract Position: Marketing Coordinator

with Green Community Connections and the One Earth Film Festival

We are looking to engage a hands-on, creative marketer who flourishes in a fast-paced environment. The project requires a flexible, versatile, digital-savvy marketer who will be assertive in getting the word out about One Earth Film Festival's (OEFF's) 6th annual event on March 3-12, 2017 -- and who will help us attract audiences and fill seats!

Engagement

- Lead tactical marketing efforts to drive awareness of and attendance to One Earth Film Festival (OEFF) 2017 by prospective attendees, volunteers, and local advocacy organizations (and their constituents).
- Consult with the Festival Director and members of Core Team to create a marketing vision and marketing plan that utilizes the following platforms: digital & social media, print media, PR, possibly radio, outdoor, and via live engagement campaigns (including well-targeted events).

Deliverables

- Creation (in conjunction with designer) of effective marketing pieces on time and within budget: e.g., print collateral (save the date card, poster/movie poster, schedule, program guide), digital campaigns, outdoor banners, and team t-shirts.
- Strong creative advertising; research and possibly purchase advertising in relevant media.
- Implement sponsor benefits within the various and relevant required platforms (e.g., make sure all sponsor logos are in appropriate place on website at the appropriate time).
- Provide volunteers, partners, and sponsors with easy, turnkey marketing materials with which to spread the word through their own networks and member groups.
- Attend the festival run (and possibly pre-Festival screening events) to ensure that marketing components are optimally applied and implemented, and that needed materials are well-stocked at the various venues.
- If possible, refer or recommend volunteer members, with appropriate skills, to serve on the OEFF marketing team.

Skills & Qualifications

We believe that the ideal consultant will possess the following experience and skills:

- Minimum 2-5 year proven track record.
- Strong communication and organizational skills; very high level of detail orientation.
- Ease in working with people and teams; great ability to network and to brainstorm ways of networking for the purposes of meeting marketing goals.
- Ability to collaborate and communicate with team on deliverables.
- Confidence and ability to speak to/present to an audience, and to run meetings.
- Comfortable working in a fast-paced, deadline-driven environment.
- Solid experience using social media for marketing.
- Website publishing experience (e.g., Wordpress).
- Nonprofit experience or experience in working with grassroots or community development projects.
- Mission for and/or strong interest in environmental sustainability.

Engagement Terms

- This independent contractor position pays \$18/hour. The term of the engagement is mid November through end of March (21 weeks).
- While the majority of the work required for this position will be done remotely, the fitting candidate must be available to run and attend team and partner meetings from time to time.
- As an independent contractor, the person engaged will not be subject to day to day supervision, nor will such person have set hours.
- Must have laptop/computer and technical setup to work online, plus access to and facility with email, Google docs, Microsoft Excel, Microsoft PowerPoint, and Microsoft Word.

About One Earth Film Festival

One Earth Film Festival, a production of non-profit Green Community Connections, has a mission to utilize the power of film to create opportunities for understanding climate change, sustainability, and the power of people. It is preparing for its 6th annual event in March 2017, and last year drew almost 3,500 attendees (representing over 100 zip codes and 4 states) to 43 screening events in 37 venues throughout Chicagoland. The Festival collaborates with more than 140 partners and sponsors, and involves over 200 volunteers.

To apply, please submit resume and cover letter to ana@oneearthfilmfest.org