

Marketing Associate

BlackStar Projects

ORGANIZATION

BlackStar is a film-maker centric and POC-led organization that brings an intersectional analysis of race, gender and power into the work while providing high quality opportunities for artists and critics, and a thoughtfully curated experience for audiences. Founded to focus on the work of Black filmmakers (of the African diaspora), we are now dedicated to solidarity across artists and communities of color, including Black, Asian, Latinx, Arab, Native, and Indigenous while still centering anti-Black racism as core to our racial justice analysis.

BlackStar is focused on the following issues:

- POC Authorship and not individual representation
- Aesthetic quality over celebrity
- Supporting a POC artists community, not just producing an event
- Curating a high quality and accessible program

In the past year BlackStar has expanded beyond its renowned annual film festival to offer a variety of programs. These include:

- BlackStar Film Festival (annual)
- William and Louise Greaves Filmmaker Seminar (annual)
- *Seen*, journal of film and visual culture (semi-annual)
- *Many Lumens* podcast (ongoing)
- Year-round programs throughout the Greater Philadelphia region (ongoing)
- Sponsored Projects (ongoing)
- Philadelphia Filmmaker Lab (annual)

THE SEARCH

The Marketing Associate is a full-time position that will work in partnership with BlackStar's Communications Director and other staff to present, maintain, and build the external voice of the organization.

The role calls for an individual with writing, graphic design, and social media management experience who can amplify the work of BlackStar Projects and the Black, Brown, and Indigenous artists we center. Candidates should have interests in BlackStar's three key areas – filmmaking, visual arts, and media arts – as well as a demonstrated commitment to intersectional feminism and social justice.

JOB DESCRIPTION

The Marketing Associate supports BlackStar's communications, engagement, and visibility strategies both online and in-person. The Marketing Associate reports to the Communications Director with input from other staff.

The primary responsibilities of the Marketing Associate consist of the following:

Social Media

- Post content to social media channels (Facebook, Twitter, Instagram, YouTube, etc.) and promptly engage with audience responses;
- Gather and create weekly content for social media, including creating graphics for each platform;
- Monitor social listening tools to engage daily with new audiences talking about BlackStar, relevant issues in the news, and within the online communities BlackStar exists to serve;
- Develop and maintain social media planning calendar;
- Propose and implement social media strategy for designated accounts, in collaboration with Communications Director;
- Implement BlackStar's visual design and maintain design consistency across all social media channels, in collaboration with Communications and Design Associate;
- Create monthly reports to track engagement and effectiveness of social media strategies;
- Manage organization of social media graphics, sheets, and other related documents in Dropbox.

Email Marketing

- Draft and manage BlackStar's email marketing campaigns, including our monthly newsletter, donation campaigns, and newsletters related to *Seen*, in consultation with Communications Director;
- Manage the development and design of new email templates as needed, including for the annual BlackStar Film Festival, in collaboration with Communications and Design Associate;
- Create monthly reports to track engagement and effectiveness of newsletters.

Website:

- Maintain BlackStar's website, including updating page text, graphics, blog, and monitoring SEO;
- Create monthly reports to track website visits and engagement.

Partnerships

- Create and maintain social media sheets for major projects and share with community partners for amplification;
- Build strategic relationships with online groups and maintain lists to help further share BlackStar's social content;
- Build strategic relationships with local and national community partners for the festival and other programs.

QUALIFICATIONS AND EXPERIENCE

The successful candidate has excellent writing and editing skills as well as a knack for creative collaboration. The position requires an organized, dependable self-starter who can successfully balance a number of tasks and projects. BlackStar has a tradition of being comfortable with ambiguity; it experiments and innovates and then follows up with reflection. The ideal candidate is someone who can evaluate and learn while moving forward.

- Informed passion for BlackStar's mission, vision, and values. A demonstrated commitment to working for social, racial, gender, economic, and environmental justice. An interest in film or visual art is a bonus;
- At least two (2) years of experience in social media marketing for an organization, group or individual other than yourself;

- Graphic design skills with some expertise in Adobe Creative Suite preferred;
- Outstanding written and oral communication skills;
- Familiarity with Wordpress and Mailchimp preferred;
- Experience in community organizing, community partnerships or some other form of in person community engagement as well as an analysis of how this type of engagement supports BlackStar's mission;
- Enjoys connecting with people, both digitally and in person, and is able to be present, welcoming and engaged in these interactions.

Compensation

The salary will be commensurate with experience and the range will start at \$46,000. BlackStar's benefits package includes but is not limited to medical, dental, and vision coverage, retirement matching, paid time off and public holidays, and reimbursements for remote working. The position is headquartered at BlackStar's offices in Philadelphia. We are currently in a hybrid model of remote work and office work options with some in person activities, done safely and within current CDC, state, and city guidelines.

Timeframe

We seek to have a Marketing Associate in place by January 3, 2022.

Applicants should be legally able to work in the United States and be available to work in the Philadelphia office. We currently have a hybrid work model which allows employees to work at home or in the offices. This is subject to change based on the safety demands of the ongoing COVID-19 pandemic.

How to Apply

Applications must be received by October 22, 2021. All applications will be kept confidential. Send material to jobs@blackstarfest.org with the subject header: "BlackStar – Marketing Associate". Applications should be submitted via email as a single PDF and include a resume, one page cover letter, and writing addendum.

For the addendum, include an answer to one (1) of the following prompts (your answer should be a single paragraph of no more than 250 words):

- Describe an example of a past community partnership relationship you were involved in forging. How did it benefit both groups involved?
- What is one of your favorite social media accounts (individual, organization or business)? What do they do well?
- If you could organize an exhibit for BlackStar what would its theme be? And which organizations would you reach out to and why?

In lieu of the questions, you may submit a piece of original writing published in the last 12 months. Applications that fail to include the addendum or follow instructions will not be considered.

BlackStar Projects is committed to the principles of equal opportunity employment at every level without regard to race, color, religion, national origin, sex, marital or familial status, sexual orientation, gender identity characteristics or expression, age, non-job related disability, or political affiliation.