



JOB DESCRIPTION

Post Ref	Marketing Assistant (Maternity Cover)
Date of JD	21 March 2018
Salary Scale	AO £19,811
Department	Marketing
Reports to Location	Senior Marketing Executive & Head of Marketing 3rd Floor, 21 Alfred Street, Belfast ST 8ED
Total hours of work	37.5 hrs per week
Work pattern	Monday to Friday 9am-6pm. Hours may vary to suit the requirements of the post from time to time. TOIL in effect.

JOB PURPOSE

Assist in the implementation of Northern Ireland Screen's marketing strategy, in the provision of its communications plan and its information service covering all aspects of Northern Ireland Screen's work and ensuring an integrated approach to its key economic, educational and cultural objectives.

MAIN DUTIES AND RESPONSIBILITIES

- Assist in the creation and production of print and AV marketing materials, publicity and information tools including brochures, flyers, media advertising space, promos and showreels and other collateral as and when required, across all agency activity including Education, Archive, ILBF and USBF.
- Assist in the management and maintenance of all Northern Ireland Screen databases, lists, catalogues and photographic libraries.
- Assist in the design and distribution of all e-marketing campaigns ensuring overall agency and individual departmental communications objectives are met.
- Assist in the provision of a first-class information service for both Northern Ireland Screen and the Northern Ireland sector.
- Assist with the event management of all Northern Ireland Screen and partnered meetings, functions, markets, conferences, festivals and exhibitions.

- Be responsible for monitoring and cataloguing all press clippings through the management of Northern Ireland Screen's appointed clippings agency. Ensure accuracy of reporting and monitor costs.
- Be responsible for the gathering, monitoring and AVE measurement of media coverage and supply, as directed and in accordance with external stakeholder requirements.
- Assist with the management and implementation of the Northern Ireland Screen brand, ensuring accuracy of contractual credit placement across all funded productions and materials.
- Assist in the maintenance of accurate cost reports on all Department expenditure, including budget management, adherence to procurement processes and completion of all necessary documentation.
- Work with Northern Ireland Screen's partners in the production, cultural, exhibition and other applicable sectors to maximise marketing and publicity opportunities.
- Undertake any other duties and responsibilities which may be assigned.