

<b>Job Title:</b>	Communications Manager
<b>Start Date:</b>	September 2025
<b>Salary:</b>	£30,000 pro rata (0.8)
<b>Location:</b>	Flexible/hybrid – working from home and from our accessible shared workspace in Tradeston, Glasgow as convenient
<b>Line Manager:</b>	Festival Director
<b>Responsible for:</b>	Marketing Assistant (temporary contract), Marketing Interns

Glasgow Short Film Festival (GSFF) is the leading short film event in Scotland. Each March we host an inclusive community of filmmakers and film lovers, showcasing ground-breaking works of visual storytelling. We nurture and promote diverse forms of cinematic expression, in Scotland and around the world. Everything we do is driven by our values of collaboration, enquiry, inclusion and solidarity. GSFF recently secured multi-year funding from Creative Scotland, and as a result, we are excited to offer this new permanent position, replacing the seasonal short-term contract role of Marketing Manager.

The Communications Manager will be responsible for the communication and promotion of all activities delivered by Glasgow Short Film Festival. GSFF is produced by a small, tight-knit team and this role covers a range of responsibilities including public relations, marketing strategy, press, audience development and community outreach. The Communications Manager ensures that the organisation's voice reflects our values and remains consistent and engaging.

The Communications Manager will manage a temporary Marketing Assistant for three months leading up to and during each edition of the festival, and may be supported by freelancers (such as a press specialist) and/or part time interns recruited through higher education placement schemes or elsewhere. They will work closely with our freelance designer. This position would suit an experienced Marketing Officer looking to take on greater responsibility and develop new communication strategies.

#### **Primary Job Duties:**

- Build an understanding of, and where appropriate contribute to, GSFF's year-round creative programme and special projects
- Plan, schedule and implement year round communications aimed at industry, press and public audiences; coordinate the festival's social media channels
- Analyse and report on historic ticket sales, work with the programme team to devise new strategies for audience development
- Develop resources to support short term contract staff, such as a brand book
- Support the Festival Director in developing new commercial and industry partnerships
- Create and implement print and digital marketing campaigns, identifying and engaging different audiences for all aspects of the programme
- Maintain and update the festival website
- Secure press coverage, maintain media partnerships and coordinate press attendance
- Collaborate with the designer and programme team to develop the festival creative
- Work with the programme team and designer to produce the festival catalogue

- Work with the programme team, guest coordinator and designer to oversee venue branding and merchandise production
- Schedule photography and social media output across the festival
- Design and implement audience surveys
- Evaluate and create reports on marketing campaigns

**Person Specification (Essential/Desirable):**

- Experience of working in a creative marketing role in a festival environment or similar, literate in relevant digital tools and apps (E)
- The ability to multitask and meet multiple deadlines, with excellent attention to detail (E)
- A creative self-starter, anticipating and planning for eventualities without day-to-day management (E)
- Positive, outgoing and resourceful attitude, an excellent communicator (E)
- Knowledge of arts audiences and networks in Glasgow and across Scotland (E)
- A passion for film (D)
- Experience of managing staff (D)

**Organisational Structure**

BOARD OF TRUSTEES				
FESTIVAL DIRECTOR (0.8)				
PROGRAMME MANAGER (0.8)	CURATORIAL LEAD (0.4)	COMMUNICATIONS MANAGER (0.8)	GUEST COORDINATOR (0.8 four month contract)	ACCOUNTANT (contract arrangement)
PROGRAMME ASSISTANT (three month contract) & FREELANCERS (e.g. submission viewers, venue coordinators, etc.)	FREELANCE CURATORS	MARKETING ASSISTANT (0.8 three month contract) & FREELANCERS (e.g. designer, photographers)	FREELANCERS (e.g. driver, volunteer coordinator)	

**To apply:**

Please send a CV and covering letter (1-2 pages) outlining your suitability for the role to [vacancies@glasgowshort.org](mailto:vacancies@glasgowshort.org) by 5pm on Monday 21 July 2025.

GSFF is committed to equality and accessibility. We treat all job applications equally regardless of ethnicity, religion, disability, social background, age, gender identity or sexual orientation. We will do our best to remove any barriers and to support all access needs.

Please don't hesitate to contact [matt.lloyd@glasgowshort.org](mailto:matt.lloyd@glasgowshort.org) if you have any questions about this role.