

Marketing & Engagement Director

BlackStar Projects

ORGANIZATION

BlackStar is a filmmaker centric and Black-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

BlackStar's core programs include:

- BlackStar Film Festival
- Exhibitions
- *Many Lumens* podcast
- Philadelphia Filmmaker Lab
- *Seen*, journal of film and visual culture
- William and Louise Greaves Filmmaker Seminar
- Year-round programs

THE SEARCH

The Marketing & Engagement Director is a new full-time position that will work in partnership with BlackStar's Chief Communications Officer to develop marketing strategies and expand awareness of and engagement with BlackStar's programs. The position will have a particular emphasis on community outreach, advertising, project management, and organizational storytelling.

The role calls for an individual with strong writing skills and leadership experience, as well as a knack for social media management and broad creative thinking. 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 & Engagement Director helps lead BlackStar's communications, engagement, and visibility strategies both online and in-person. The Marketing & Engagement Director reports to the Chief Communications Officer (CCO) and is a member of the Communications Team.

The primary responsibilities of the Marketing & Engagement Director consist of the following:

Community Outreach

- Develop and expand Festival and year-round community partners program(s).
- Maintain a public calendar of events for sharing with partners and sponsors.
- Attend community events as a representative of BlackStar.
- Build strategic relationships with new groups to help further amplify BlackStar's work.
- Produce reports to track impact of partnership programs.

Advertising

- Lead paid advertising for BlackStar Film Festival, *Seen*, Many Lumens, exhibitions, and other projects, including planning, budgeting, outreach, ad management, and reporting.
- Develop overall and program-specific social media advertising plans with CCO and Marketing Associate.
- Maintain online forms related to advertising.
- Collaborate with Design Manager and Design Associate on development of advertising and sponsorship decks.

Social Media and Web

- Further establish organizational voice and cohesion across all websites and social media accounts, including expansion of video content. Edit and approve social media posts developed by Marketing Associate.
- Lead yearly audit of website written content.
- Produce monthly reports to track engagement and reach.

Email Marketing

- Craft compelling language for e-newsletters that engages readers and encourages them to support the organization.
- Edit and send monthly newsletters - including BlackStar News and *Seen's Observed* - in collaboration with Marketing Associate.
- Manage, organize, and grow general and segmented lists for specialized communication.
- Track *Seen* digital orders in Shopify and deliver digital copies to customers.

Leadership

- Manage all video production projects, including creating outlines, work plans, and leading regular check-ins with internal and external parties.

- Organize relevant communications projects on Basecamp and communications folders on Dropbox.
- Update and maintain BlackStar Style Guide in collaboration with CCO.
- Oversee tracking of event attendance (in person and digital) and provide periodic reports to Leadership Team.
- Co-manage Marketing Associate through regular check-ins and work planning.
- Attend weekly staff meetings and lead weekly communication team meetings.
- Work with CCO on quarterly board reports.

QUALIFICATIONS AND EXPERIENCE

The ideal person in this position is a strategic and web-savvy creative with a racial justice lens. They should also have experience managing a variety of communications platforms and applications, developing original written and visual content, and executing strategies to engage diverse groups of supporters. This is a fast-paced, self-driven position that requires a blend of interpersonal skills, flexibility, and familiarity working with graphic design, film editing, and other technical tools. 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. While no single candidate will embody every quality, a successful candidate will bring many of the following professional qualifications and personal attributes:

- Informed passion for BlackStar's mission, vision, and values.
- A demonstrated commitment to working for social, racial, gender, economic, and environmental justice.
- An understanding of filmmaking and/or visual arts, and of the history of BIPOC participation in the field.
- 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.
- Graphic design skills with expertise in Adobe Creative Suite preferred.
- At least two (2) years of experience managing communications strategy for an organization, group, or individual other than yourself.
- Outstanding written and oral communication skills.
- Familiarity with Wordpress, Mailchimp, Dropbox, Shopify, and Basecamp preferred.
- Enjoys connecting with people, both digitally and in person, and is able to be present, welcoming and engaged in these interactions.
- Entrepreneurial spirit and drive. An eye for creative, strategic opportunities tied to a commitment to accountability and results.
- Ability to work under pressure and meet deadlines.
- Ability to work independently and as part of a team.

COMPENSATION

The salary for this position is \$85,000. BlackStar's benefits package includes but is not limited to 100% medical, dental, and vision coverage, paid time off and public holidays, and reimbursements for home office utilities. 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 generally above but advised by CDC and state level guidelines.

TIMEFRAME

We hope to have the Marketing & Engagement Director in place by January 3, 2023.

Applicants should be legally able to work in the United States and if not based in the Greater Philadelphia area, be willing to relocate. We currently have a hybrid work model which allows employees to work at home or in the office as needed. This is subject to change based on the safety demands of the ongoing COVID-19 pandemic.

HOW TO APPLY

Applications should be submitted via the [form on our website](#). Complete applications will require a single .pdf which includes a resume, one page cover letter, and writing addendum. Applications must be received by October 24, 2022. All applications will be kept confidential. Make sure the .pdf is labeled with your name and the job title (e.g., "First Last – Marketing & Engagement Director").

The writing addendum should include your response to one (1) of the following prompts from each list below—for a total of two (2) responses (your answer should be a single paragraph of no more than 250 words for each):

List 1

- What is one of your favorite recent social media marketing campaigns (from an individual, organization or business)? What did it do well?
- If you could organize an exhibit or program for BlackStar what would its theme be? Which organizations would you reach out to and why?
- Describe the most impactful film or television series you've watched in the last year. What made it so memorable?

List 2

- Briefly describe your approach to marketing and engagement, including any tools or platforms you think are most beneficial.
- In your own words, what role does marketing play in BlackStar's vision of "building a liberatory world in which a vast spectrum of Black, Brown and Indigenous experiences is irresistibly celebrated in arts and culture"?
- What are the top three things you think are critical to building partnerships and why?

In lieu of one of the questions, you may submit a piece of original writing published in the last 18 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.