



# Locarno Film Festival

The Locarno Film Festival is seeking a

## Social Media Manager

As Social Media Manager, you will be the voice of the Locarno Film Festival across our key platforms, the primary developer of digital audiences and a lead producer of social-first content. You will collaborate closely with editorial, video, design teams and the rest of the festival to optimise our output across Instagram, YouTube, TikTok, Podcasts, LinkedIn, X and more.

You are a creative with a strong visual eye and put the story at the centre when creating original content for our social platforms.

This role will report directly to the Head of Brand, Editorial & Media and is within the Marketing & Communications department.

### Main responsibilities & tasks:

- Oversee the Locarno Film Festival social channels and maintain a programming schedule to ensure that we have regular output across our key platforms.
- Create social-first content that is impactful, aligned with our brand mission and resonates deeply with our audience of cinephiles and creatives. Bring together storytelling and platform best practices to create visually driven original content.
- Develop the tone of voice for our brand with the Editorial Manager to ensure that it is consistent and aligned across our channels.
- Prepare social media insights reports on our platforms to give the organisation a greater awareness of audience growth, engagement and content performance so that we can ensure that our editorial content strategy is impactful.
- Ensure that the needs of both the sponsorship and partnerships teams are met by finding the best way to activate campaigns on our channels and program contractual content, helping to maximise the results and drive engagement with our audiences. Prepare and deliver reports after the festival that summarise these activities and results for our partners.
- Supervise and coordinate the Social Media Team's activities throughout the festival.

### You will have...

- Strong knowledge of social media platforms and best practices.
- Passionate interest in art, culture and particularly cinema.
- A good eye for visually engaging social content.
- Experience with video editing for short-form content.
- Proficient with Adobe CC (Photoshop, Premiere Pro) and Figma.



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- Excellent English & Italian copywriting skills.
- Strong familiarity with the Locarno Film Festival brand.
- Good analytical skills and experience.
- Excellent organisational skills to juggle multiple tasks and ensure that deadlines are met.
- Swiss citizenship or working permit (C).

## Type of employment

- Start: May/June 2024, to be discussed
- Degree of employment: 100%
- Type of contract: permanent

## Application

If you meet the required qualifications and characteristics, please send your application complete with CV and a motivational letter with your expected salary range to: [job@locarnofestival.ch](mailto:job@locarnofestival.ch) with the e-mail subject line of: **Social Media Manager**.

Please note that we will give priority to applications received by **April the 17<sup>th</sup> 2024**. Due to the large number of requests, only applications that meet the requirements will be answered.