

Business Development Coordinator

Location:	Currently 100% home-based due to prevailing pandemic conditions, on a permanent basis the post will be undertaken through home and office-based working
Department:	Business Development
Hours:	Full time (35hrs/week)
Reports to:	Corporate Partnerships Manager
Direct Reports:	N/A

About Into Film

Into Film is an education charity that puts film at the heart of children and young people's educational, cultural and personal development.

Over half of UK schools engage with our programme of film clubs, special cinema screenings, and resources and training to support classroom teaching. Alongside rich online content for young audiences, this provides 5-19-year-olds with inspiring opportunities to learn about and with film, and to develop a passion for cinema.

Established in 2013 and with unparalleled reach and film industry support, Into Film engages over a million young people a year through a programme that works in half of UK schools through an active network of 9,000 film clubs, creative learning resources and teacher training. Into Film runs two flagship events: the Into Film Festival and the star-studded Into Film Awards ceremony which celebrates the filmmaking talent of young people from across the UK. The organisation also delivers film careers information, commissions cinema-going research, runs a respect for IP education programme and manages a YouTube channel covering press junkets and premieres for an ever-growing army of young film fans.

Into Film's work is supported principally by the BFI through the National Lottery, by the film industry through Cinema First and is a CSR partner of Warner Bros. The board of directors includes renowned film producers Eric Fellner and Barbara Broccoli, Universal's distribution president Duncan Clark and IMDb founder Col Needham. The organisation works across the UK and has offices in London, Salford, Birmingham, Cardiff, Belfast and Edinburgh.

Role Summary

The Business Development Coordinator plays an important role in the Business Development team at Into Film. The team is responsible for maintaining the excellent relationships we already have with our funders and stakeholders, within the youth, education and film sectors and for identifying and building new partnerships to help us to deliver the programme.

The post reports to and works most closely with the Corporate Partnerships Manager to deliver our unique new film release marketing offer. Into Film has built relationships with the marketing teams of the UK's key film distributors and offers a school-facing marketing service creating bespoke, branded film education materials that are promoted to teachers, students and parents in the run up to a film's theatrical or home entertainment release. The role also provides general administration support to the Business Development team.

Main Responsibilities:

- Project management of film industry facing partnership projects, primarily new release campaigns paid for by film distributors.
- Working across the organisation with key colleagues to input into campaign ideas, educational content and communications strategies.
- Co-ordinating the content and lead on preparation of pitch decks to support the new release campaign with the Corporate Partnerships Manager.

- Creation of the campaign comms plan for each project during the pitching stage, that is signed off by the IF Marcomms team
- Building a comms matrix for each campaign that is signed off by the client and by the IF marcomms team
- Writing copy for comms across all appropriate channels for each campaign, to be signed off by the client and by the IF marcomms team
- Attending meetings with key clients to outline the service and support pitches
- In the event that IF is managing multiple campaigns and we require additional support, the role will co-ordinate with the marcomms team and freelance comms staff to deliver this element of the relevant project
- Managing freelance designers ensuring relevant assets are used correctly to create compelling campaigns
- Project managing multi-faceted new release campaign delivery through to evaluation reporting, liaising with partners and the client to meet agreed deadlines.
- Supporting events, including planning, bookings and delivery.
- Supporting audience development activity, working with colleagues to deliver against the audience development strategy to include screenings and the respect for IP programme.
- Providing an efficient administrative function to the Business Development team, to include accurate record keeping, diary management and arranging travel.
- Providing PA support to the Director of Business Development.
- Preparing papers and taking notes at meetings as required.

General Responsibilities:

- Commitment to quality internally and in all dealings with the public, members, teachers, children and young people, partners, funders, supporters etc.
- Contribute to long term planning to ensure growth in line with demand and resources
- Contribute to the regular monitoring and evaluation of the Into Film's work
- Commitment to equality of opportunity in line with Into Film's Equal Opportunities Policy
- Any other reasonable duties assigned by Into Film

Person Specification:

Essential:

- Experience of working within a creative communications or marketing/partnerships role
- Excellent administration and project coordination skills
- Ability to work collaboratively within a team yet be self-motivated to work under own initiative
- Confident and clear communication skills
- Ability to manage tasks effectively and work in an efficient manner
- Ability to focus on delivery within a busy work environment

- Experience of coordinating multiple projects simultaneously
- Ability to prioritise workload and keep and maintain accurate records

Desirable:

- Two years' experience working within a similar environment
- Experience of working in film distribution, marketing partnerships/ agency or exhibition
- Familiarity with Salesforce CRM software
- Understanding of Google Analytics and similar tracking/reporting tools
- A proven track record of coordinating projects from start to finish
- A love and knowledge of film, and an appreciation of the role of film as an educational tool

All employees regularly working with children will be required to undertake an enhanced DBS check (and/or Access NI check or Disclosure Scotland check, depending on working location). Please note that job descriptions are likely to evolve and change as the new organisational structure embeds and the organisation develops.