



JOB DESCRIPTION

Audience Development, Community Building, and Digital Marketing

RESPONSIBILITIES

- The Audience Development, Community Building and Digital Marketing Co-ordinator will operate and perform the editorial and promotional tasks for the Academy's online presence and communication with various peer audiences (members, and several prioritized audience groups). You will be primarily responsible for facilitating the implementation of the vision and values by creating daily editorial content, white papers and regular mailings, using SEO campaign development, performing keyword research, planning, controlling and creating a social media presence and turning website visitors into email subscribers.

Strategic Goals: Create happy readers, users and (potentially) customers while maximizing impact and participation.

- Key Metrics: Post and email deadlines, website visits, search engine impressions and arrivals, inbound links, web to email conversion rate, email circulation, social media followers and engagement, contact frequency, participation per thousand, and retention rate.
- Reports To: The Audience Development, Community Building and Digital Marketing Co-ordinator reports primarily to our Head of Communication and Marketing, and on a day-to-day basis works with premium content creators – including our social media agency, event producers, and project managers – to effectively repurpose their content for distribution and promotion on the web and via email and social media. You'll be part of the European Film Academy Productions team, which is a subsidiary company of the European Film Academy and responsible for the production of all events the Academy hosts and projects it runs throughout the year.

WHAT DO WE EXPECT FROM YOU?

- Content development
We're looking for someone who is working with premium content producers to create free and derivative daily posts and content previews for use throughout the European Film Academy, European Film Awards and European Film Club website networks (portal, subscription, and event websites), email newsletters, and social promotions (key metric: website visits, social media followers and engagement)
- Link building
You initiate and maintain relationships with numerous media outlets and their websites by both monitoring their content and making frequent contributions, links, etc. (key metric: external inbound links, arrivals from

other websites)

- **Website to Email Conversion**
We expect you to plan, execute, and optimise all website conversion architecture including Rapid Conversion Landing Pages, Floaters, OFIEs, and text ads required to build new email subscriber relationships (key metric: website to email conversion rate, email circulation)
- **Email Marketing**
You will help to plan, execute, and optimise all email marketing campaigns including dailies, previews, spotlights and advertiser programmes (key metrics: email circulation, contact frequency, participation and revenue per M emails sent, participation per subscriber)
- **Accountability**
You will coo-rdinate an agreed-upon expense budget, revenue metrics, key metrics and reports to our Head of Communication and Marketing, and may interact regularly with other team leaders on content, design, and technology.

SKILL SET:

To excel in the position of Audience Development, Community Building and Digital Marketing Co-ordinator, you have a range of both technical and professional skills, but you're more of a generalist than a specialist or technician. You're comfortable using your considerable communications skills both interpersonally and in writing. You enjoy the following activities: research, writing, editing, and analysis. Other requirements:

- A Bachelor's Degree in interactive media, journalism, communications, marketing, creative writing or equivalent experience with strong skills in computing, logic and analysis
- Five to ten years of relevant organic digital marketing experience with working knowledge of open-source content management systems, search engines, and related software tools
- Goal-driven approach with the ability to adapt to change and to new opportunities
- Ability to work independently as well as a team and community member
- Enthusiastic attitude to all parties and a deep desire to manage by the numbers