



The 15 Second Film Festival Challenge

Micro-Short Film Production Scheme

Touring Film & New-Media Festival

& 15 Second Film School

15 Second Film Festival Ltd.

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15SFF – Audience Development and New-Media

Sales Co-ordinator Application Pack

Job Description

- Title:** The 15 Second Film Festival – Audience Development and New-Media Sales Co-ordinator
- Salary:** £12,500 + Commission
- Responsible to:** The 15SFF Audience Development and New-Media Sales Co-ordinator will be responsible to the 15 Second Film Festival Director.
- Base:** 15 Second Film Festival, Mediazoo Studios, Unit 21, Weaver's Court, Linfield Industrial Estate, Linfield Road, Belfast, County Antrim, BT12 5LA.
- 15SFF Profile:** The core activities of the 15 Second Film Festival are: the creation / commissioning of new 15 Second Films through its yearly filmmaker-friendly Production Scheme; the rolling out of the Touring Festival & New-Media Roadshow (with and without 'The Mini Mogul' Cinema) with a major driving force being to establish new avenues of distribution / exhibition for the commercial exploitation of the product; and the development of exceptional creative talents in Film / New-Media education through the 15 Second Film School.

The '15 Second Film Festival Challenge' - The "Cinema of Distraction" featuring 'The Mini Mogul' Cinema - A unique bespoke Luxury 2-Seater Art Deco Picture Palace - commissions produces exhibits and distributes

critically acclaimed micro-short films. We have built on the successes of the 'Pilot Scheme' by expanding the content and touring this unique project to Film, Arts & Music Festivals on an all-Ireland basis - with invites to prestigious cultural events in the UK, Europe and beyond... This touring Multi-Media piece combines Performance Art with cutting-edge New-Media / Filmmaking / Art Film Content. Audiences experience a selection of 15 Second Films showcasing the very best of up-and-coming (and established) Irish / World filmmaking talent. We work with many local and international Audio / Visual Artists in Multi-disciplines from all backgrounds and skills levels.

Job Overview: The Audience Development and New-Media Sales Co-ordinator job is to do exactly that... to assist in developing and expand the reach of the three core activities of the organization with a view to helping to ensure the financial viability of the project.

For more information please see www.15SecondFilmFestival.com

Closing Date: Monday 12th October 2009 by 4pm – by email only.



Summary of Main Responsibilities of the 15SFF Audience Development and New-Media Sales Co-ordinator

Overview

- Responsible for the delivery of the 15SFF Strategic Sales Plan, selling the products and services of the three core activities of the organisation.
- Secure sponsorship support with assistance from the Festival Director.
- Develop and strengthen the 15SFF's position as one of the most innovative arts / film organisations in Ireland / UK & The Known Universe.
- To be part of the development of 15SFF core sales staff.
- Representation and promotion of 15SFF's activities, policy and practice.

1. Sales of core Products and Services

- Sales of 15SFF film product to traditional broadcasters and the growing number of online content aggregation sites around the world.
- Sales of film / New-Media training packages to schools, colleges, film / arts festivals and community groups.
- To assist the Festival Director in selling the marketing services of the 15SFF touring New-Media Roadshow in Ireland, the UK and Europe.
- To develop a client base of film production companies, ad agencies and individuals to hire the Green Screen and other production facilities at the 15SFF's new Mediazoo Studios.

2. Attracting Sponsorship for the New-Media Roadshow

- Identify and develop relationships with potential local / global sponsors & strategic partners with the view to securing sponsorships funds.
- Expand the package of big-brand products for prizes for the 15SFF annual film competition... - think the 'Gadget Show'.
- Think creatively in developing new opportunities for sponsorship.

3. Reporting to the Festival Director

- Ensure that the Festival Director is kept up to date with all activity on a daily basis.

- Agree targets for sales with Festival Director to ensure the financial viability of the 15SFF.
- Ensure appropriate use of the physical resources.

4. Representation of 15SFF

- Maintain and develop effective relationships within the arts / film sector and across sectors to meet 15SFF's strategic objectives.
- Develop and maintain relationships with funders and policy makers.
- Provide effective representation for 15SFF.

5. Other

- Provide support to the Festival Director as required.
- Carry out any reasonable duties that may be allocated from time to time by the Festival Director.
- Make a nice cup of tea.

Person Specification for the 15SFF Audience Development and New-Media Sales Co-ordinator

Essential

1. Dynamic, Creative, Inspiring & Visionary with excellent sales and IT skills.
2. Skills and experience of film / arts / New-Media in relation to the changing media landscape (ie YouTube Facebook, MySpace, Twitter etc.)
3. Demonstrable interpersonal and communication skills online and through phone and with co-workers.
4. A desire to play an integral part in developing new avenues of sales for cutting edge film / arts and New-Media product.
5. The ability to generate / make real innovative conceptual packages in relation to sponsorship / fundraising opportunities and build on existing sponsor / funder relationships.
6. The successful applicant will, at times, be required to work with children and / or vulnerable young adults and therefore should have no prior convictions that preclude them from doing so.

Desirable

1. Previous experience in the Film / Arts / Music sector.
2. An understanding of the complex social dynamics and human topography of Film / Arts / Music festivals, independent film distribution and exhibition.
3. Experience of working as part of a team.
4. Experience of working with public / private funding.
5. Understanding of audience development.
6. Experience of writing successful sponsorship packages.
7. Full Driving Licence and own car.

TERMS AND CONDITIONS OF EMPLOYMENT

15SFF – Audience Development and New-Media Sales Co-ordinator

These are a summary of the main Terms and Conditions of Employment for the above post. The successful candidate will receive a full version of the Terms and Conditions and Employee Handbook upon appointment.

Salary	The Salary for the post is £12,500 + Commission TBA Salaries are paid monthly, in arrears, on the last day of the month.
Probationary period	There is a three-month probationary period commencing with the date of taking up duties with reviews every 6 months.
Length of contract	This appointment is a 1 year fixed term contract with extension subject to funding.
Place of work	15 Second Film Festival, Mediazoo Studios, Unit 21, Weaver's Court, Linfield Industrial Estate, Linfield Road, Belfast, County Antrim, BT12 5LA.
Hours of work	Normal working week is 40 hours per week worked on a flexi-time basis. Some flexibility will be required.
Annual leave	The annual leave entitlement is 24 days per year plus statutory holidays.
Sickness	Staff who are absent due to sickness will receive their normal pay, subject to any service criteria that may exist. The current annual minimum entitlement is 18 days. Any Statutory Sick Pay entitlement will be included in the normal pay.
Notice period	The notice period for this post is 1 month.

15 Second Film Festival Application form

This application will be used for internal use only and will be considered confidential.

Please fill in the application form electronically and email it to info@15SecondFilmFestival.com
Please complete in full. DO NOT submit a CV as an alternative to any part of the form.

Post **15SFF – Audience Development and New-Media Sales Co-ordinator**

Closing date for applications **12th October 2009 4pm**

Section A – Contact details

First name:

Surname:

Home address:

Postcode:

Home Phone:

Mobile Phone:

Work Phone:

Email:

Do you hold a current full clean driving licence? Yes No

Section B – Present or most recent employment

Employer (name and address):

Position held:

Date commenced:

Date left (if applicable):

Current Salary:

Other benefits:

Please give details of your present duties

Section D

The person specification lists a number of key skills and experience that are essential to the post. Please demonstrate how your experience meets each of these requirements, giving specific examples wherever possible. These examples can include experience gained either from work, home or in a voluntary capacity. Your evidence should be clear and relate as closely as possible to the person specification.

You may also include the reason you are applying for this post and details of any relevant training / education you may have

Section E – References

Please give the name and address of two referees one of whom should be your current or most recent employer. If you are a school / college leaver, please give the name and address of your head teacher / tutor / professor etc.

You should not give friends / relatives as referees.

1) Name:

Occupation:

Address:

Postcode:

Email:

Phone:

May we approach this referee before interview? Yes No

2) Name:

Occupation:

Address:

Postcode:

Email:

Phone:

May we approach this referee before interview? Yes No

Section F – Rehabilitation of Offenders Act 1974

The post you are applying for is exempt from the provisions of the above Act. You are, therefore, not entitled to withhold any information about convictions you may have had including any 'spent' convictions. Any such information will be kept in strict confidence and used only in consideration of your suitability for the position for which you are applying. In the event of employment, any failure to disclose such convictions may result in disciplinary action or dismissal.

Do you have anything to disclose? Yes No

Details of offence and outcome

Section G – Declaration

I declare that the particulars set out in this application form are true in all respects.

Signature of applicant:

Date:



Employment monitoring

The 15 Second Film Festival is striving to be an equal opportunity employer and wishes to attract people from all sections of the community. It aims to provide services and employment on an equal basis, irrespective of age, disability, ethnicity, religion, gender, sexual orientation or marital status.

In order to ensure the development of the 15SFF's policy, all applicants are asked to provide the information below. This will be used solely for monitoring purposes and will be treated as confidential. This form will only be used for statistical information and will then be destroyed.

Post applied for:

Date:

How did you hear about this job?

If an advertisement, please state the publication in which you saw it.

Are you: Male Female

Do you have a disability? YES NO

Age: years

Ethnicity

White

British Irish Any other White background

Mixed

White and Black Caribbean White and Black African White and Asian

Any other mixed background

Asian or Asian British

Indian Pakistani Bangladeshi Any other Asian background

Black or Black British

Caribbean African Any other Black background

Chinese or any other ethnic group

Chinese Any other

Please give details of any special requirements you may have if you are invited to attend an interview

Guidance notes on completing your application form

Please read these notes carefully. They have been written to help you make the best of your application. The decision to shortlist you for interview will be based on the information you provide on this application form.

1. Please do not send a CV. To ensure equal opportunities in recruitment, we request that all applicants use the form provided.

2. This form should be completed in the online form.

3. The person specification describes the essential skills, knowledge, experience, legal and/or professional qualifications that you will need in order to do the job as described in the job description. Your completed application form should demonstrate that you have these skills and that you understand and are committed to equal opportunities.

4. Section D of the application form is very important. **THIS IS WHERE YOU MAKE YOUR CASE FOR THE JOB.** Examine the skills and experience being asked for in the person specification and demonstrate how your experience meets each of these requirements, giving specific examples wherever possible. Your evidence should be clear and relate as closely as possible to the person specification. Give thought to previous work experience or other responsibilities that may help you to uncover skills that you may have taken for granted. Do not forget the skills and experience that you may have gained outside full-time work. If you have been out of paid employment for a long time, or have never been employed, your job history may be less important than some of the responsibilities and experience that you have had more recently. For example, you may have considerable domestic responsibilities or may organise social or community activities in your spare time.

5. The first referee quoted on the form should be your present or most recent employer. If you have not been employed, or have been out of employment for a period of time, you may wish to give the name of someone who knows you sufficiently well to confirm the information that you have given, and to comment on your ability to do the job.

6. To ensure that our Equal Opportunities Policy is effective, all candidates are asked to complete the section on monitoring. This will be treated as confidential and detached from the application form before shortlisting.

7. When completed, please read through your application form carefully, checking for errors or omissions. Check the closing date, and make sure your application form is sent in plenty of time. Applications received after the published closing date will not be considered.

8. As we are a small voluntary organisation, we do not usually acknowledge receipt of application. If you have not heard from us 4 weeks after the closing date you should assume you have not been shortlisted for the post.

9. Because of the nature of the work for which you are applying, this post is exempt from the provisions of Section 4(2) of the Rehabilitation of Offenders Act 1974 by virtue of the Rehabilitation of Offenders Act 1974 (Exemptions) Order 1975. You are, therefore, not entitled to withhold information about convictions which for other purposes are "spent" under the provisions of the Act. In the event of employment, any failure to disclose such convictions could result in dismissal or disciplinary action by us. Any information given will be completely confidential, and will be considered