



Communications & Outreach Coordinator at Birds' Eye View

Birds' Eye View is seeking to contract a Communications and Outreach freelance professional to work with us on our mission to champion films by women & non-binary people. The appointed communications exec will creatively input and effectively deliver communications & outreach campaigns for our Reclaim the Frame project and for Birds' Eye View's wider work in advocating for equality, diversity and inclusion in cinema. They will be passionate about community building and about using communications to further the conversations presented by the films we support.

Contract: Freelance, fixed term

Days: 2 days a week to be worked flexibly throughout the week

Tenure: 3-month initial contract, Jan-March 2022 with intention to extend

Location: anywhere in the UK / from home or from London office

Fee: £125 per day / 250 per week

Report to: Director, working closely with Campaign Manager

Start date: W/c 4 January 2022

THE ORGANISATION:

Birds' Eye View (BEV) is a not-for-profit that centres the female and non-binary perspective in film through events, conversation, and community. Our mission is to celebrate culturally diverse perspectives of the world by drawing ever-greater audiences to films by women and non-binary creatives. We are not just for women, but for everyone.

Now in its 18th year, BEV continues to spotlight and celebrate new and classic films created by women through our #ReclaimTheFrame project. With funding from the National Lottery via the British Film Institute's Audience Fund, we support women and non-binary people working in film through advocacy, investment, mentoring and events. Since we established Reclaim The Frame in 2018, we have supported over 60 films and filmmakers such as THE FEVER by Maya Da-Rin, MISBEHAVIOUR by Philippa Lowthorpe, THE ASSISTANT by Kitty Green, an exclusive preview tour of ATLANTICS by Mati Diop, ROCKS by Sarah Gavron, NOMADLAND by Chloe Zhao, THE SOUVENIR by Joanna Hogg, COPILOT by Anne Zohra Berrached, and documentaries such as SEAHORSE, by Jeanie Finlay, FOR SAMA, by Waad Al-Kateab, Edward Watt, I AM A CLICHE by Celeste Bell (Co-director), and REBEL DYKES by Harri Shanahan & Siân A. Williams.

Through our Reclaim the Frame network in 14 UK cities - Belfast, Birmingham, Brighton, Bristol, Cardiff, Chester, Exeter, Glasgow, Leeds, London, Manchester, Nottingham, Plymouth and Sheffield - we host preview and week-of-release screenings and events, and invite filmmakers, actors, and guest experts such as cultural influencers, social justice campaigners, academics, influencers, artists and critics into the cinema space to share their insights.

Birds' Eye View aims to:

- Increase the profile and impact of films by women / non-binary filmmakers
- Encourage greater industry investment into the marketing and promotion of films by women / non-binary filmmakers
- Enable more women / non-binary people in key distribution, programming and marketing positions
- Advocate for a safer, and more equal and inclusive sector for all.

We represent the true breadth and diversity of international cinema that is written and/or directed by women/non-binary people or based on a book/story by a woman/non-binary person and is aligned to BEV's wider mission and strategy. BEV has an outstanding record of agitating for equality in film and championing strong work in an intersectional dimension.

We are committed to creating opportunities for everyone; striving for the widest inclusion and representation across all that we do. We constantly seek and engage in new activities to reach our goals. We have recently piloted a Community Response Programme to support underrepresented communities to participate more actively in the film experience. Building on our experience in designing and managing training programmes, we also delivered a Pandemic Response Programme (2020-present), which has created a special communication and knowledge sharing platform for our national stakeholders and allies.

We adhere to the BFI Diversity Standards which drive change and best practice in on screen representation and creative leadership, and we have representation targets for our work. Through our funding (National Lottery funding via the BFI Audience Fund) we are fundamentally committed to supporting UK releases (theatrically and VoD) of feature films by established, new, and emerging talent and representing a full range of genres, cultures and identities.

THE ROLE:

Together with the core [Birds' Eye View team](#), plus a network of marketing/outreach freelancers across the UK, you will work closely with distributors and exhibitors, to champion the female & non-binary perspective and to build audiences for diverse, culturally rich films which support our values of representation and inclusion.

Supporting communications for the organisation on a day-to-day basis, your responsibilities will include:

- Inputting into and delivering digital communications and community outreach campaigns
- Managing, monitoring and updating the social media profiles/website for the charity

- Content creation: creating and issuing copy, graphics, social media posts, e-news, outreach emails
- Analysing the impact of communications and building on the learnings
- Supporting Reclaim the Frame events planning by providing slides, promotional materials, etc
- Support in the coordination of the Reclaim the Frame influencer network
- Issue, data input and analyse audience surveys
- Work within the charity's data protection and environmental policies and suggest policy and process improvements as necessary

PERSON REQUIREMENTS:

- Experience in delivering digital communications and outreach campaigns to (though not exclusively) developing audiences for international/independent cinema
- A creative approach to communications, and a passion for creating bespoke campaigns which create conversations around individual films
- Experience in monitoring and learning from analytics to measure impact and further improve campaigns
- A personable, flexible and empathetic approach to working with community groups
- Proficiency in mailchimp, social media channels, google analytics, photoshop, and in-design – and / or a willingness to learn
- Excellent organisational skills with an ability to meet deadlines and targets
- A team player who has the ability to work under their own steam and take initiative as needed
- A commitment to championing women & non-binary voices in cinema, and to Birds' Eye View's values.

We understand that you may not have strong experience in all these areas but would nevertheless urge you to apply if you believe you have capability and interest in rapidly building those missing skills to deliver on this role. We are seeking someone with experience around film and/or cultural activism, who can bring their unique perspective to the work of the charity.

We are committed to diversity and inclusion and encourage applications from people of all races, cultural backgrounds, ethnicity, age, gender, gender identity, disability, sexual orientation, religious beliefs, language and education (our EDI policy is [here](#)).

APPLICATION PROCEDURE:

Requirements:

Eligibility to work in the UK.

Application information:

Closing Date: 10am UK time on Thursday 9 December.

Applicants to be invited to interview: Friday 10 December

Please send your biography / CV to mail@birds-eye-view.co.uk, addressed to Melanie Iredale, Director, Birds' Eye View, with a covering letter which highlights why you would be a good candidate for the role. It is also a requirement to complete the anonymised equal opportunities form [here](#).

If you are invited for an interview, these will take place online: Wednesday 15th / Thursday 16th December.

Start date: W/c 4 January 2022

We only accept emailed applications. If you require a reasonable adjustment or other assistance to participate in the recruitment process, please advise by email to the address above. If you have access requirements for example for the online interviewing, please tell us when you submit your application, so we have a chance to prepare and book any access needed in good time.

Equal Opportunities Statement

BEV celebrates diversity and is committed to creating a fair and equal society, free from discrimination. You can read more about our commitment to inclusion and diversity [here](#). We adhere to the BFI Diversity Standards which drive change and best practice in on screen representation and creative leadership, and we have representation targets for our work. We are also a London Living Wage Employer.

Safeguarding Statement

BEV is committed to a safe recruitment process to help the organisation attract and appoint the right staff for the role and responsibilities as set out in the vacancy advert. We will not accept applicants who are not suitable to work with young people or adults at risk. If you have any questions around your suitability for this vacancy, please contact us as above.