



## JOB DESCRIPTION

### MARKETING & WEB COORDINATOR

Power to the Pixel ([www.powertothepixel.com](http://www.powertothepixel.com)) is a company dedicated to supporting film and the wider media in its transition to a digital age with a passion for connecting creative talent to audiences. All its cross-media services are dedicated to a core idea that success is driven by knowledge – most critically of how to work in a rapidly-evolving, customer-driven international market.

Power to the Pixel runs services including events, news, consultancy, education and training, which are used by media professionals and content creators around the world. It is run and supported by some of the most experienced cross-media pioneers, professionals and film-makers in the world.

We are looking to recruit a Marketing & Web Coordinator. You should be a self-starter with excellent written skills, telephone manner and a sunny disposition, to work across all of Power to the Pixel's events including The Pixel Lab, the annual Cross-Media Forum held in London and the upcoming Pixel Report.

Duties will include –

#### PRESS

- Establishing new UK and international press relationships (offline and online) as well as maintaining existing ones across the media industries
- Writing and distributing press releases in liaison with PttP's PR company
- Establishing and formulating contra deals with cross-promotion partners for all PttP events
- Maintaining and updating PttP's press file

#### WEB

- Ensuring PttP.com is kept up-to-date with latest news and events
- Keeping PttP.com press pages updated with press releases and articles
- Updating event-specific sections of PttP website as and where necessary
- Managing all PttP's online media resources including Flickr, Blip.tv, YouTube, Photobucket

#### MARKETING / OUTREACH

- Writing marketing documents for use in-house and externally
- Writing and sending out regular PttP newsletters
- Outreach to UK and international media organisations
- Outreach to potential customers and delegates, generally and for specific events
- Managing and expanding PttP's social networks including on Facebook (Fan Page and Group), Twitter, Flickr
- Liaising with all event partners to ensure correct bilateral use of marketing materials, logos , etc

/cont'd...



#### LIST MANAGEMENT

Update and maintenance of all PttP lists including mailing lists, press lists, invitation lists  
Managing press conferences / launch events in the UK and abroad including sending out invitations and managing RSVPs

The Marketing and Web Coordinator will report directly to Power to the Pixel's Director and Producer. Previous experience in a Marketing / Press role within the media industry is essential. A working knowledge of social networks, media tools, Wordpress (or similar) is preferable.

---

**Start date:** 12<sup>th</sup> April 2010. Please note that there will be a handover day w/c 5<sup>th</sup> April.

**Fee:** £400 p/week on an eight month freelance contract with the possibility of renewal.

**Hours:** 09.30 to 18.00.

**To apply:** Please send CV and covering letter explaining why you think you are suited to the job and detailing any relevant experience to: Tishna Molla at [tishna@powertothepixel.com](mailto:tishna@powertothepixel.com)

**Deadline for applications is 18.00 on 26<sup>th</sup> March 2010.**