

Social Media and Video Content Coordinator

Date posted

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Description

The Social Media & Video Content Coordinator plays a crucial role in promoting and documenting the Paradise48 Film Festival through various online channels. You will be responsible for managing the festival's social media presence, creating engaging video content, and actively engaging with our audience to build excitement and participation in collaboration with the marketing and media team.

Responsibilities

Develop and implement a social media strategy to promote the festival across various platforms (e.g., Facebook, Twitter, Instagram, YouTube, TikTok).

Create and curate engaging and shareable content, including images, videos, and text posts.

Monitor social media channels for audience engagement and respond to comments, messages, and inquiries promptly.

Schedule and publish content to maximize reach and engagement.

Capture high-quality video footage of festival events, behind-the-scenes moments, and interviews with filmmakers, participants, and attendees.

Produce compelling short videos that highlight festival activities, films, and experiences.

Ensure that all video content aligns with the festival's branding and messaging.

Plan and execute live streams of festival events and activities on social media platforms.

Capture and share live moments, interviews, and Q&A sessions with filmmakers and participants.

Actively engage with the festival's online audience by responding to comments, questions, and feedback.

Encourage audience participation, such as sharing their experiences and using festival-related hashtags.

Monitor online conversations about the festival and identify opportunities for engagement and outreach.

Maintain a content calendar to plan and schedule posts and video releases.

Ensure consistent and timely updates across social media platforms.

Work closely with the festival team, including marketing and technical staff.

Qualifications

Experience in managing social media accounts and creating engaging video content

Proficiency in video editing software (e.g., Adobe Creative Suite, DaVinci Resolve, etc).

Strong understanding of various social media platforms and trends.

Excellent communication and interpersonal skills.

Creative mindset with a passion for storytelling and filmmaking.

Strong organizational and time management skills.