



Job Vacancy

The Abu Dhabi Film Festival (formerly known as The Middle East International Film Festival) was established in 2007 in Abu Dhabi, the capital of the United Arab Emirates, with the aim of helping to create a vibrant film culture throughout the region. The event, presented each October by the Abu Dhabi Authority for Culture and Heritage (ADACH) under the patronage of H.E. Sheikh Sultan Bin Tahnoon Al Nahyan, is committed to curating exceptional programs to engage and educate the local community, inspire filmmakers and nurture the growth of the regional film industry.

Audience Development Manager

The Audience Development Manager is responsible for creating, managing and coordinating all of the current and future membership and audience development programs at the Festival.

The Audience Development Manager will have a detailed understanding of target audience behaviors with the goal to increase audience size, engagement and sales.

Under the direction of the Director of Marketing & Sponsorship, this position will be responsible for creating a variety of marketing outreach programs that target the desired demographic groups locally and internationally.

This position works closely with the Programming, Press, Marketing, Publications and Content teams in order to ensure consistency of messaging in all communications.

Job Accountabilities:

- Develop and execute new business promotions, aligned with the organization's artistic vision and programming, to increase the number of patrons during the festival
- Create and manage marketing tools such as e-newsletters, surveys, acquisition emails, partnerships and database marketing
- Develop and execute marketing programs and promotions to increase box office revenue
- Track new/renew customer metrics and improve both through testing
- Initiate outreach strategies to grow audience via platforms
- Communicate regularly with the Programming team in order to fully understand and communicate about the Festival's programs
- Produce regular sales reports and advise on ongoing strategies to adjust to goals.
- Develop promotional packets to raise awareness and footfall to the festival
- Create conversation and engage target audience with festival programs
- Establish and maintain an updated list of contacts in Festival database



- Create a comprehensive proposal of the festival's target audience (student groups, businesses, etc.) for outreach
- Oversee the negotiation of groups and targeted discounts, as well as implement the logistics of their attendance
- Submit all departmental files in digital format at the end of the festival to the Festival Management.
- Provide a full wrap report after the festival, including a summary of work done, challenges encountered and suggestions for the next year
- Other duties as assigned

Knowledge, Skills, Qualifications & Experience:

- At least 5 years' experience in arts, entertainment or retail marketing and/or audience development
- Minimum education requirement of post-secondary degree or diploma in arts administration or business or relevant discipline
- Proficiency with social networking tools – Twitter, Facebook, Myspace, etc.
- A passion for live entertainment and developing new audiences
- Strong interpersonal and communication skills
- Effective communication skills
- Problem solving and priority balancing skills
- Strong personal time management skills
- Planning, coordinating and scheduling skills
- Arabic would be an advantage

As a member of the festival team, this position may require flexible work schedules, extended work days, and continuous spans of work during the preparations and span of the festival.

To apply for this job send your resume to the following email address: jobs@adff.ae . For more details about ADFF please visit: www.abudhabifilmfestival.ae