



**Marketing Manager Film Facilitation Office (Contractual Basis)
at the National Film Development Corporation Limited.
- Responsibilities, Requirements & Terms & Conditions**

1. Responsibilities

No.	Job Descriptions	Responsibilities
1.	Marketing FFO at Networking Events and Undertaking Advertising campaigns	<p>Marketing & positioning the FFO at various networking events and creating outreach campaigns targeting filmmakers, international Studios, International and Domestic production houses at various Festivals, Markets and Film/M&E Industry related events/conferences, both in India and Abroad such as:</p> <ul style="list-style-type: none"> • Film Bazaar • IFFI • Cineposium • EFM • Marche Du Film at Cannes Film Festival • American Film Market • Location Shows in India and Abroad. • FICCI FRAMES <p>Ensuring presence of FFO in forums/discussions and seminars with a view to create awareness of the FFO's service and also helping States promote their locations, incentives and policies at such events and otherwise.</p> <p>Connecting with Multiplex Association, Event and Entertainment Management Association to create awareness about India's single window clearance and facilitation mechanism that eases setting up of theatres and organization of events across the country.</p>

		<p>Identifying and commissioning advertising across various International and Domestic media outlets (offline and online) during Film Festivals/Markets/Events with a view to promote India as a preferred film-shooting destination with single window clearance facility.</p> <p>Working closely with the Head Outreach to include State/UTs in such Markets, so that States are also positioned at such various international markets and festivals and exploring organisation of FAM tours for international location managers/filmmakers across States. Engagement with various Agencies so as to facilitate the above.</p>
2.	<p>Creating various Publications and Marketing Collaterals.</p>	<p>Designing & Production of Stylized Publicity and Marketing collaterals like India's Filmography, Location Guides, Brochures showcasing production & post production capabilities, FFO Brochure and various branding elements etc. Creating Merchandising items promoting India as a filming destination.</p> <p>Updating existing booklets/brochures (eg. Co-production Agreements, Step by Step Guide, State Filming Incentives, International Filmography etc.)</p>
3.	<p>Public Relations, Digital campaign (including Social Media) and support on Policy & Corporate Affairs.</p>	<p>Engaging with domestic and international media, industry stakeholders to position FFO and encourage participation at FFO Workshops/Events. Promoting FFO film and FFO logo amongst key stakeholder platforms. Working closely with the Head FFO to engage with International Media, Studios, Producers, Indian Missions abroad and International Missions in India.</p> <p>Supporting the Head FFO in Corporate Affairs and requirements – Annual Reports, Policy compilation, Marketing Notes etc.</p> <p>Undertaking Digital media campaign that would include Social media marketing and creation of various social media networks like Facebook page, twitter handle etc. including digital applications which may be</p>

		<p>created to increase visitors on the FFO website, as and when the FFO requires the same.</p> <p>Publicity in Indian media through PIB/NFDC's publicity agency or directly as the case maybe and in International media through any agency hired by NFDC, or through the aegis of the agency hired by the organisers of the India Pavilion in Cannes, Berlin and other Film Markets and directly with Trade Publications.</p>
4.	Execution of the FFO Promotional Film and other Audio Visuals as required from time to time by the FFO to promote its services.	Supervise the production of multiple films in the form of Audio Visuals created with a view to enable greater degree of wide-ranging up to-date appropriate messaging targeting domestic as well as International filmmakers. These Audio-Visuals would be launched on-line across NFDC and the M/o. I&B's social media sites, played out at various networking and outreach events and most importantly be a part of a "Make in India" campaign that markets India as a film shooting hub.
5.	Workshops/Conferences	<p>Help Head Film and Theatre Facilitation to organize workshops/conferences at National level with key stakeholders from the Central Government Ministries/Agencies that are involved in issuing film/filming related permissions</p> <p>Execute regional level workshops/conferences periodically with key stakeholders from International and Domestic film industry and States/UTs with a view to sustain and strengthen the filming ecosystem established by the Ministry of I&B through the FFO at NFDC.</p>
6.	Creating the ecosystem for approvals/clearances required in Events.	To work closely with State Govt. in assisting them to set up a single window clearance ecosystem for Event Industry in their jurisdiction and facilitating various approvals/clearances at State level. This is till such time a Head/Manager for this activity is positioned in FFO.

Managing and utilization of budget towards the activities mentioned above and Engagement with various Agencies so as to facilitate the above.

2. Qualifications/Requirements

1. Bachelor Degree from a recognised Institution.
2. A Master's Degree in Tourism Administration, Business Administration/Management Mass Communication or Post Graduate Diploma in Advertising and PR.
3. At least 10 years of experience in marketing and/or marketing communications.
4. Understanding of the digital and social media ecosystem and brand building in the M&E Industry.
5. Knowledge of promoting destinations and working with State Governments or Central Government Ministries/Agencies is a plus.
6. Managing a website from a marketing perspective will be suited for the role.
7. Must be a cross-functional leader who can engage, listen and collaborate with internal teams and help the Department align with the overall goals of the Industry.
8. Ability to manage multiple time-sensitive projects including events/conferences, online/offline marketing activities while simultaneously working both independently and in close collaboration with a variety of stakeholders.
9. Can pivot without getting stalled by challenges along the way.
10. Experience in creating tailored marketing/media strategies for events from planning to execution, delivering within budget and to deadline.
11. Must have helped develop and manage interesting marketing materials for brands, events etc. including OOH materials, for national and international campaigns.
12. A strong interest in culture, films and tourism will help.
13. Take responsibility and command for executing all paid and non-paid campaigns including digital and social media and building a network of Influencers to promote the Brand in India and globally.
14. The individual will also be responsible for maintaining industry partnerships, which have already been created by the FFO.

3. Other Terms and Conditions

1. The place of posting for this position is at the NFDC Regional Office, New Delhi for the FFO Department.
2. While the Designation is that of a Manager, this job is on a contractual basis for a period of one year, which may be renewable against performance appraisal.
3. The total/consolidated emolument for this Position is INR 1.0 lakh per month.
4. It is preferred that the Candidate is within the age limit of 50.
5. An enclosing letter describing how the Candidate is best suited for the respective position may be submitted along with the Resume / CV.
6. Complete set of mark sheets including degree and professional certificates, experience certificates, Last pay slip needs to be submitted at the time of submission of application.

7. Any canvassing, directly or indirectly, by the applicant will disqualify his/her candidature.
8. Any corrigendum/addendum/errata in respect of the above advertisement shall be made available only on our official website www.nfdcindia.com hence prospective applicants are advised to visit NFDC website regularly for above purpose.
9. Any legal proceedings in respect of any matter of claim or dispute arising out of this advertisement and/or applications in response thereto shall be subject to jurisdictions of Courts at Mumbai.
10. The management reserves the right in relaxing age/qualification of deserving candidate for the above post.
11. Management reserves the right to not to fill-up any of or all the posts or cancel the recruitment in the interest of the Company.
12. Last date of submission of application is 20th January 2022.
13. Correspondence shall be sent via e-mail or by courier, speed-post, hand delivery etc. to the NFDC Delhi or Mumbai Office.
14. The Resume or CV may be emailed to balachandran@nfdcindia.com