



MARKETING MANAGER JOB PACK

Job title: Marketing Manager
Responsible for: Digital Marketing Executive, Box Office Coordinator
Reporting to: Director of Marketing & Communications
Salary: £27,000
Holiday: 30 days per year including Bank Holidays
Benefits: Complimentary cinema tickets (subject to availability)
The post is subject to a 3-month probationary period

Apply: Visit www.tynesidecinema.co.uk/jobs for application form, we do not accept CVs.

Deadline: 5pm Friday 8 February 2019
Late applications will not be considered.

Interviews: Thursday 21 February 2019
Only shortlisted candidates will be notified.

Job Summary

The Marketing Manager will play a vital role in ensuring that we deliver outstanding customer experience, develop and diversify audiences, are digitally innovative and data-driven and increase sales and profitability. The post-holder will lead the day-to-day development, implementation and monitoring of short-medium term strategy, for the achievement of sales targets and organisational and audience objectives. This role delivers marketing across all business areas and supports both the charity and the trading company.

Our ideal candidate will bring knowledge, energy, ambition and creative flair to this role, striving at all times to deliver customer-centric, forward-moving marketing campaigns. They will have strong leadership skills and will be able to bring together and lead a dynamic team to deliver excellent results.

The successful candidate will run the day to day of the marketing department and support the Director of Marketing & Communications to drive the business forward and meet our exciting and ambitious vision.

About Tyneside Cinema

Tyneside Cinema occupies a beautiful, art-deco, Grade II listed building on a prime city centre site in the heart of Newcastle where it has stood for 80 years. Built by Dixon Scott, great uncle of film directors Sir Ridley and Tony Scott, it opened in 1937 as a Newsreel Theatre.

The last decade has seen two significant capital projects that have sensitively restored and expanded the building; preserving its heritage, increasing screen capacity and improving the food and beverage offer. The Cinema has 4 auditoria seating 510 people, several meeting/workshop spaces and operates 3 on-site bar-cafes. It welcomes 500,000 visitors to the building each year, and achieves cinema audiences of 190,000, making it one of the largest and most successful independent cultural cinemas in the UK. The Cinema plays a vital role in the creative economy of the City, employing over 150 staff across the charity and trading company.

The values which fuel our work are:

Creativity - we bring innovation, fun and imagination to our work.

Engagement - we want our relationships with artists, our partnerships with our City, our region and our industry, and our exploration of issues and content to be meaningful, focused and productive.

Entrepreneurialism - we encourage approaches that are bold, adventurous, ambitious and forward-thinking, whilst safeguarding the interests of the company.

Openness - we develop trust by working in collaborative ways, through open discussion and shared reflection, and by embedding good practice.

Inclusivity - we respect all individuals equally - staff, board members, audiences, users and artists - and are committed both to celebrating diversity and strengthening social cohesion.

Excellence - we strive to achieve the highest quality in our work, adopting an ethos of constant self-improvement and the continual development of our role within the marketplace, so as to ensure we provide the best possible experience for our customers.

Roles and Responsibilities

- Lead the development, implementation and monitoring of original, high-quality marketing and sales strategies across the whole marketing mix to meet financial and non-financial targets.
- Devise, implement, monitor and evaluate short to medium-term marketing plans (across the entire marketing mix), in conjunction with other departments, to deliver and inform future strategy and activity.
- Manage and support the development of the Digital Marketing Executive and the Box Office Coordinator.
- Be the point person for marketing enquiries and requirements across the organisation, providing marketing expertise and support to all areas of the business.
- Provide regular ongoing evaluation and analysis of marketing campaigns and activities and provide the Director of Marketing & Communications with information required for key stakeholders including funders and trustees, in order to continually improve upon impact and ROI.
- Support the development of the cinema's brand, to maximise opportunities to enhance our profile, growing our reputation nationally and regionally.
- Oversee the production and distribution of publicity, communications and interpretation materials, both printed and digital, so that compelling and targeted materials are produced in line with the marketing strategy.
- Day-to-day management of marketing budget, reporting ROI and being an efficient and effective custodian of the budget.
- Develop and implement audience research programmes to ensure that customer feedback is incorporated into the Cinema's strategic objectives.

Person Specification

Essential

- At least **four years-experience** in **b2c** marketing
- At least **two years consistent line management** experience
- Proven ability to **manage a team** and workflow consisting of multiple priorities
- Proven experience of **managing the entire marketing** process, from planning through to evaluation
- Extensive experience in **devising and planning** marketing campaigns
- Proven experience of **managing and developing** staff to achieve targets
- Demonstrable **commercial acumen**
- A clear understanding of **holistic marketing**
- Experience of **interpreting data** to drive and inform marketing campaigns
- Proven and **extensive** experience in **creating** and **executing** marketing campaigns across the whole marketing mix
- Excellent **communication skills**, both written and verbal - this includes delivering presentations to varying audiences clearly and effectively
- Demonstrable **growth mindset**
- Capable of working **productively** with people at all levels in the organization
- Experience of working with **external agencies** and suppliers
- Commitment to **equality, inclusivity** and **diversity**
- Commitment to CPD
- IT literate
- A keen interest in film, arts and culture

Desirable

- Professional marketing qualification
- Member of related bodies/organisations
- Experience of working in film exhibition and/or distribution
- Experience of ticketing systems
- Experience of marketing a venue

Diversity in the Workplace

Tyneside Cinema values and welcomes diversity in the workplace. We actively encourage people from a variety of backgrounds with different experiences, skills and voices to join us and contribute to our organisation's development. We are particularly keen to hear from Black, Asian and Minority Ethnic (BAME) candidates in order to achieve a workforce that better reflects our community.

How to Apply

Please visit our website www.tynesidecinema.co.uk/jobs for an application form.

Please make sure you address all of the points in the personal specification. If you do not do this, your application will not be shortlisted.

You should send your completed application form to

recruitment@tynesidecinema.co.uk

Alternatively, to Tyneside Cinema, 10 Pilgrim Street, Newcastle, NE1 6QG.

Please note we do not accept CVs.

The deadline for applications is **5pm Friday 8 February 2019**. Late applications will not be considered.

Interviews will take place on **Thursday 21 February 2019**.

Only shortlisted candidates will be notified.