

# TYNESIDE

CINEMA

# Marketing Coordinator

We are seeking a Marketing Coordinator to help engage our audiences and expand our reach through creative campaigns and strategic initiatives.

#MyTynesideCinema





## ABOUT US

Tyneside Cinema is the North East's leading independent cinema and digital arts venue located in the heart of Newcastle upon Tyne where it provides a welcoming space for people from all walks of life to come together. Our venue offers four screens, displaying a vast programme of films from all over the world and three public bar, dining and café spaces which offer a place for film and food lovers to socialise.

Tyneside Cinema is a community, with film at the heart of everything we do. We believe in the power of film to facilitate empathy; as a way to challenge and transport us through the stories of lives we haven't led, into places we've never been. In the setting of our beautiful 1930's newsreel theatre, we hope to create a space that reflects this potential in film to engage and relate new ideas, experiences and stories.

## ABOUT THE ROLE

To support the delivery of strategic marketing and communications, helping to drive sales for one of the UK's foremost independent cinemas and arts venues. We are looking for a passionate, articulate individual with previous marketing experience and a flair for communications to help us drive the performance of our fantastic programme of films and events, food & drink offer, membership scheme, and donations to the Tyneside Cinema charity.

The successful candidate will help raise the profile of Tyneside Cinema and its activity, including its programme, hospitality and events; lead on the day-to-day delivery of a variety of marketing activity; ensure an outstanding guest experience is delivered through the cinema's various platforms, including the cinema's website and social media; assist creatively with the effective delivery of campaigns across print, digital, press and other media; maintain and develop relationships with a variety of external networks, from press to other cultural organisations to community groups; develop, implement, monitor and evaluate short and medium term activities; and contribute to the achievement of sales targets and audience development objectives.

## ROLE ACCOUNTABILITIES

- Support the Head of Audience to deliver marketing activity, strategies and campaigns that drive sales across the cinema's programme, hospitality and events offer, membership scheme, as well as donations to the Tyneside Cinema charity.
- Develop and implement marketing campaigns making use of all relevant marketing tools (including email, newsletters, print, digital, and sponsored advertising).
- Ensure branding is consistent and clear across all marketing, hospitality, and engagement activity.
- Maintain Tyneside Cinema's tone of voice and help to enhance the cinema's communicative flair through excellent copywriting and attention to detail across all comms channels.
- Oversee the delivery of the cinema's social media plan and provide data insights and growth plans across the cinema's various platforms and channels.
- Identify and understand audience groups to target and grow.
- Work closely with the cinema's Audience Data and Systems Manager to develop insights into audience behaviour that will guide the development of our work.
- Monitor and measure campaigns to assess their return on investment and to inform future activity.
- Understand trends in current and future guest behaviours and be able to adapt and target content and activities accordingly.
- Support the Head of Audience to drive new approaches to membership schemes, including a regular series of exclusive events, priority booking windows and other initiatives.
- Work towards targets associated with Tyneside Cinema's membership schemes and individual giving donations.
- Support with the development of copy which is relevant and accessible to a range of audiences.
- Provide creative input for marketing campaigns.
- Support with the development and delivery of the cinema's PR function to ensure clear, compelling, and regular external communications.
- Develop networks with culture, cinema, and hospitality marketing peers in the NE and across the UK.
- Keep up to date with best practices and trends in both marketing and audience development in the arts and culture sector.
- Represent the Cinema at screenings, events, external meetings, and industry engagements where required.

## ROLE DIMENSIONS

### Title and Reporting Relationships

Position Title: Marketing Coordinator

Reports to: Head of Audience

### Key Working Relationships

- Head of Audience
- Audience team
- Events team
- Hospitality team
- Operations team

### Working Hours and Pay

- Full Time (37.5 hours per week)
- £26,000

# PERSON SPECIFICATION

## Essential Criteria

- Some design experience, e.g Canva, InDesign, or similar.
- Knowledge of email marketing platforms.
- Experience of using social media for marketing and communications, creating and implementing appropriate tone of voice with relevant content.
- At least two years' experience in a digital marketing role.
- Experience in successfully creating, executing and evaluating digital marketing campaigns
- High-quality copywriting ability, and excellent attention to detail in copy proofing .
- Excellent communication and interpersonal skills, including public speaking and networking where required.
- Creative thinker, looking for engaging ways to drive engagement.
- Ability to monitor and evaluate marketing output and digital campaigns against defined KPI's.
- Attention to detail and high level of accuracy.

- Resourceful and flexible thinker with problem solving skills.
- Knowledge and experience of implementing audience segmentation.
- Ability to interrogate and interpret data to inform decisions.
- Committed to equality, diversity and anti-discrimination measures.

## Desirable Criteria

- Keen interest in independent film, arts and culture.
- Professional marketing / digital qualification.
- Experience of working in the film, cultural / creative industries sector in a venue.
- Understanding and knowledge of PR strategies.
- Interest in research and development to inform professional practice.

## EMPLOYEE BENEFITS

We offer a great package of benefits to support your love of film and or venue, as well as training, support and opportunities to help you grow. Below is a list of some of the things you can expect as an employee of Tyneside Cinema:

- Cinema - unlimited free tickets for personal use // 12 additional complimentary tickets every 3 months for your friends/family.
- Hospitality - 50% off all food and soft drinks for personal consumption across the venue during your working day // 25% off all food and soft drinks at all other times for you and your friends/family when visiting together.
- Staff Screenings - the cinema hosts monthly staff screenings that all staff are encouraged to attend, mainly comprised of previews of new release titles due to be included in the cinema's upcoming programme.
- 33 days holiday per year inclusive of bank holidays.
- Enhanced company sick pay upon successful completion of probationary period.
- Hybrid working - dependent on role and working pattern.
- Access to an employee assistance programme providing a complete support network, expert advice and compassionate guidance 24/7.
- Trained mental health first aiders and health and wellbeing initiatives throughout the year.
- Free eye tests and flu vaccinations for all employees.



## HOW TO APPLY

Important Dates	Closing Date: 16th September 2024
To Apply	<p>Please follow the link below to our application form below and send the following documents to <a href="mailto:joinus@tynesidecinema.co.uk">joinus@tynesidecinema.co.uk</a>.</p> <ol style="list-style-type: none"><li>1. <u>A CV.</u></li><li>2. <u>A Covering Letter</u> of no more than one side of a4 explaining <u>how your experience and skills meet the requirements of the person specification for this role found in the recruitment pack.</u></li></ol> <p><a href="#">Apply Here</a></p>

Tyneside Cinema's goal is to promote a diverse and inclusive workplace and we are committed to building a team that reflects a wide variety of skills, perspectives and backgrounds.

We are an equal opportunities employer, hiring on merit and our business need. We encourage applications regardless of age, sex, gender identity, sexual orientation, gender reassignment, marital status, pregnancy, parenthood, religion or belief and disability.

If you require any reasonable adjustments in our recruitment process, please let us know.