

TYNESIDE

CINEMA

Head of Marketing and Engagement

We are seeking to appoint a Head of Marketing and Engagement to help support the continued growth of Tyneside Cinema, develop audiences and enhance our brand

[#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

The Head of Marketing and Engagement will lead on the development and delivery of a comprehensive marketing and communications (including social media) strategy to enhance Tyneside Cinema's brand and reach with a commercially creative approach. This role involves all aspects of the organisation (cinema, events, hospitality and fundraising), creating and delivering audience and customer development plans, managing the marketing and engagement team, and driving new marketing approaches. The Head of Marketing and Engagement will ensure that marketing efforts align with our organisational goals and brand and support the building of new audiences and customers.

ROLE ACCOUNTABILITIES

- Create and deliver a marketing, communication and social media strategy that enhances the cinema's brand and reach.
- Develop and implement a customer development plan for our events and hospitality operations
- Develop and implement an audience development plan to attract and retain diverse audiences.
- Manage the marketing and engagement team, providing leadership and guidance to ensure high performance, supporting and implementing professional development opportunities.
- Collaborate with senior team members across all departments to discover insights and empower the wider team to encourage ownership to drive personality-driven communications.
- Drive the commercial growth of the organisation through targeted marketing campaigns and audience insight.
- Monitor and evaluate the performance of marketing efforts, making adjustments as needed to improve audience and customer engagement and satisfaction.
- With the support of the CEO, presenting and reporting to the Board of Trustees on strategic delivery plans and sales targets.
- Overseeing the creation of content and copy across a range of media, including social media and website.
- Promote and embed creativity and inspirational leadership to the team through the demonstration of Tyneside Cinema's values.
- Working with external agencies to shape and deliver a press and PR strategy to build a positive reputation and heighten the profile of Tyneside Cinema.
- Lead innovative press campaigns, communicating the aims and activities of the organisation to include a full range of media, including print, broadcast, online and social media.

- Develop and maintain relationships with a diverse range of key opinion formers, media platforms and channels.
- Stay informed about industry trends and developments to ensure marketing efforts remain current and competitive.
- Work with the programme team to promote the programme, including the hospitality and events offer to attract new audiences.
- Efficiently managing annual marketing budgets.
- Collaborate with external partners and stakeholders to enhance marketing efforts and expand the cinema's reach.
- Work with colleagues to utilise customer data to develop and deliver data driven marketing plans

ROLE DIMENSIONS

Title and Reporting Relationships

Position Title: Head of Marketing and Engagement

Reports to: Chief Executive Officer

Key Working Relationships

- Chief Executive Officer
- Chief Financial Officer
- Head of Hospitality
- Head of Cinema
- Events Manager
- Board of Trustees
- Marketing and Engagement Team
- Programme Team

Working Hours and Pay

- Full Time (37.5 hours per week)
- Salary: Competitive

PERSON SPECIFICATION

Essential Criteria

- Proven experience in marketing and engagement, with a focus on commercial growth and audience development.
- Motivating and supportive leadership style and experience of leading, managing and developing and mentoring a team
- Strong strategic knowledge and expertise in driving new marketing approaches.
- Knowledge of industry practices and benchmarking.
- Excellent communication and interpersonal skills.
- Ability to work collaboratively and cross-departmentally.
- High levels of literacy and numeracy, and strong problem-solving skills.
- Ability to evidence the results of PR campaigns at Board level.
- Results-driven with a proven record of high achievement through sales and marketing, including digital campaigns.
- Excellent project management skills.
- Commitment to championing representation and inclusion at every level of the organisation with a proven ability to work with people from a wide range of backgrounds
- Experience of consumer/retail marketing
- Experience of data driven marketing campaigns (including e-mail and social media advertising)

Desirable Criteria

- Experience of working with a Board of Trustees for a Charity
- Knowledge of CRM and ticketing systems
- A positive approach to change with the ability to work flexibly and adapt to meet new challenges

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 - 25% discount on food and soft drinks 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

<p>Important Dates</p>	<p>Closing Date: 9th December 2024</p>
<p>To Apply</p>	<p><u>Please follow the link below to our application form below and send the following documents to joinus@tynesidecinema.co.uk.</u></p> <ol style="list-style-type: none"> 1. <u>A CV.</u> 2. <u>A Covering Letter of no more than one side of A4 explaining how your experience and skills meet the requirements of the person specification for this role found in the recruitment pack.</u> <p>Apply Here</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.