

TYNESIDE
CINEMA

HEAD OF EVENTS AND EXPERIENCE

We are seeking to appoint a Head of Events and Experience to our team.





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; an award-winning learning programme which creates space for young people and adults to develop their skills and gives artists space to practice their craft; 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

We are seeking a dynamic and strategic Head of Events and Experience to lead on the strategic development and growth of events and audience facing experiences across the cinema and hospitality venues. The successful candidate will drive growth in private hire revenue, particularly from corporate clients, deliver a world class customer experience that is consistent across the organisation and produce public events aligned with film releases and thematic seasons.

KEY DUTIES AND RESPONSIBILITIES

- Develop and execute a strategy to significantly grow income from private hires, with a focus on corporate partnerships and repeat clients.
- Proactively identify and target new business opportunities across the region.
- Work closely with the Events Manager on the end to end management of private hire events, ensuring premium service delivery from enquiry to execution.
- Collaborate with marketing to create compelling packages and promotional materials.
- Lead a cross functional approach to improving the customer journey across all touchpoints including Box Office, Cinema Screens Bar Café, Vicolo and hosted events.
- Define and implement service standards, producing an excellent customer service journey for a premium offering.
- Develop feedback mechanisms to continually measure, review, and improve customer satisfaction.
- Produce and manage public events that compliment the film programme—such as themed screenings, immersive experiences, and special launches.
- Work with the programming and marketing teams to align events with current releases and seasonal campaigns.
- Manage budgets for all public-facing events to ensure profitability and alignment with cinema strategy.

PERSON SPECIFICATION

Essential Criteria

- Proven track record in event management, business development or venue hire, ideally within a cultural or hospitality setting.
- Strong understanding of customer experience strategies and service design.
- Demonstrable commercial acumen with the ability to hit revenue targets and manage budgets effectively.
- Excellent interpersonal, negotiation, and communication skills.
- Creative flair with a passion for film, events, and audience engagement.

Desirable Criteria

- Experience working in an independent cinema, arts, or non-profit environment.
- Familiarity with CRM systems and event management software.
- Knowledge of the North East business and cultural landscape.

Role Dimensions

- Head of Events and Experience
- Contract: Full-time (37.5 hours per week)
- Salary: Competitive, depending on experience

EMPLOYEE BENEFITS

We want to support your love for film and enable you to experience our amazing food and beverage venues. To do this we have an excellent staff discount scheme that we hope you will utilise to enjoy all we have to offer.

- Unlimited free Cinema tickets for personal use.
- 12 additional complimentary tickets every 3 months for your friends/family.
- Discounted food and soft drinks from the Bar Café and Vicolo.
- Access to an Employee Assistance Programme providing a complete support network, expert advice and compassionate guidance 24/7.
- Access to regular staff screenings.
- Trained mental health first aiders and health and wellbeing initiatives throughout the year.
- Free eye tests and flu vaccinations for all employees.
- 33 days holiday per year, inclusive of bank holidays.



APPLICATIONS

Important Dates	Closing Date: Friday 6 th June at 17:00
To Apply	<ul style="list-style-type: none"> CV & Supporting Statement <p>Please email a CV and written supporting statement detailing how you meet the responsibilities and accountabilities for this role, or this can be a short audio/visual response of no more than 10 minutes in length to joinus@tynesidecinema.co.uk</p> <ul style="list-style-type: none"> Additionally, please complete the <u>Application Form</u> via this link.

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.