

# TYNESIDE

C I N E M A

# MARKETING EXECUTIVE

Tyneside Cinema is seeking to appoint a Marketing Executive to support our Marketing and Engagement 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

### Key Responsibilities

- Develop and deliver digital marketing strategy, ensuring alignment with wider business objectives.
- Assist the Head of Marketing and Engagement with overseeing and optimising the marketing budget for maximum ROI.
- Identify and develop key audiences for the business, ensuring we enhance the customer journey at every stage.
- Lead multi-channel campaigns (paid, organic, OOH and print) from concept to completion.
- Ensure consistent brand messaging and positioning across all communications.
- Work closely with the Cinema, Private Hires and Hospitality teams to align marketing efforts.
- Support other members of the Marketing and Engagement team, helping them grow their skills in planning, execution, and stakeholder management.
- Establish clear processes, best practices and performance standards for the team.
- Provide regular insights and reports to the Head of Marketing and Engagement, reporting on individual campaign performance as well as overall strategy development.
- Guide content strategy, ensuring organic social, paid social and PR align to optimise search engine performance efforts.
- Identify areas for growth and development within our customer journey and implement changes to optimise it.
- Plan and deliver email marketing campaigns to promote films, events and offers.

## SKILLS & EXPERIENCE

### Essential

- 4+ years in a marketing role, 2+ years at an executive level.
- Proven ability to build and execute marketing plans aligned with business goals.
- Experience managing or mentoring team members.
- Experience managing budgets in a professional capacity.
- Hands-on experience running multi-channel marketing campaigns (particularly in paid social, paid search campaigns and SEO).
- Experience solving problems proactively within a business role.
- Comfortable using data and analytical tools (eg. Google Analytics, Clarity etc.) to drive decisions.
- Excellent copywriting, storytelling and design abilities.
- Highly organised and able to manage multiple projects, timelines and stakeholders.
- Excellent inter-personal skills and the ability to manage stakeholder relations and report to senior leaders/board members.
- Experience running and growing membership schemes.

### Desirable

- Experience in cultural, entertainment or cinema industries.
- Familiarity with Spektrix and/or Wordpress.
- Good understanding of SEO, CRO and PPC.
- Strong design skills or experience briefing creative agencies.





## WORKING HOURS & SALARY

- Salary: Dependent on experience
- Working hours: Mon- Fri 9am-5pm (flexible working available) full time.

## EMPLOYEE BENEFITS

We want to support your love for film and enable you to experience our amazing food and beverage venues.

### Cinema

- Unlimited free tickets for personal use
- 12 additional complimentary tickets every 3 months for your friends/family

### Hospitality

- Discounted food and soft drinks from the Bar Café and Vico

### Additional Benefits

- 33 days holiday per year inclusive of bank holidays.
- Enhanced company sick pay upon successful completion of probationary period.
- Access to an employee assistance programme
- Free eye tests and flu vaccinations for all employees.



# APPLICATIONS

## To Apply

Please email :

- a CV to [joinus@tynesidecinema.co.uk](mailto:joinus@tynesidecinema.co.uk)
- A cover letter or video introduction (optional)
- Complete the following application form:  
[Marketing Executive Application Form](#)

Deadline for applications: Friday 16<sup>th</sup> January at 7:00pm

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.

We have also recently partnered with [Suitability](#) and [Smart Works](#) who can provide business attire free of charge to wear to your interview if needed.

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