

TYNESIDE

CINEMA

MARKETING EXECUTIVE

Tyneside Cinema is seeking to appoint a Marketing Executive to support the Marketing & 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 two public bar 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

This is a broad, hands-on marketing and communications role, with a particular focus on CRM and audience communications, email marketing, social media, content and PR. The successful candidate will help develop audiences, strengthen relationships with members and supporters, and deliver effective communications across the organisation.

We are looking for an adaptable marketing professional with experience across a range of channels, alongside strong CRM and audience communications skills. Experience of membership, supporter development or fundraising communications would be particularly valuable.



KEY RESPONSIBILITIES

- Plan and deliver marketing and communications campaigns across email, social media, website, print and other relevant channels.
- Plan and deliver targeted email communications, including newsletters, membership and supporter communications.
- Use CRM data and audience segmentation to improve the relevance and effectiveness of communications.
- Create engaging social media, digital and print marketing assets, using Canva or similar tools where appropriate.
- Support membership, fundraising, gifting and other supporter communications.
- Support PR and media activity, including press releases, media pitches and organisational stories.
- Create and maintain website content, supporting SEO and the online customer journey.
- Work with colleagues across the organisation to identify audiences, stories and opportunities for engagement.
- Monitor campaign and communications performance and use audience insight to inform future activity.
- Work collaboratively with the Marketing & Engagement team, sharing knowledge and supporting effective processes and delivery

SKILLS & EXPERIENCE

Essential

- 2+ years experience working in a marketing and/or communications role.
- Experience delivering marketing or communications activity across multiple channels.
- Strong copywriting and content creation skills.
- Experience managing social media and creating engaging digital content.
- Experience planning and delivering email marketing or audience communications.
- Familiarity with Spektrix, Dotdigital or similar CRM/email platforms.
- Good understanding of CRM, audience segmentation and using audience data to inform communications.
- Experience using Canva or similar design tools.
- Some experience of PR, media relations or organisational communications.
- Highly organised, with the ability to manage multiple projects, deadlines and stakeholders.
- Excellent interpersonal skills and the ability to work collaboratively.
- A proactive approach, with the ability to work independently and identify practical solutions.

Desirable

- Experience with membership, supporter development, fundraising communications or individual giving.
- Experience in the cultural, entertainment, charity or cinema sectors.
- Experience using WordPress or another CMS.
- Understanding of SEO, PPC or digital advertising.
- Experience using audience insight and analytics to inform marketing decisions.

WORKING HOURS & SALARY

- Salary: £35,000 p.a. (pro-rata for part-time)
- Contract: Full-time (37.5 hours per week) or part-time will be considered.
- Working hours: Monday- Friday, core hours of 10:00am-4:00pm. You may be required to work occasional weekends, dependent on the needs of the business.
- Reporting: You will report to the Head of Marketing and Engagement,



TYNESIDE CINEMA VALUES

COMMUNITY

- We put our guests and the communities we serve at the heart of what we do, take ownership for their needs and are accountable for delivering a friendly, respectful and professional offer.

CREATIVITY

- We show care in what we do, and how we do it, demonstrate loyalty and commitment to help and support one another and foster a sense of belonging for our staff and community. We work cooperatively and communicate effectively, respecting one another's views and making our work environment professional and supportive.

CARE

- We encourage an environment of peer-to-peer learning and development and commit to creating a space where the unheard can feel heard and the excluded can be included. We embrace our identity as an independent arts and culture venue to foster unique collaboration, understanding and warm, creative community spaces. We drive creative approaches to our work, being disruptive and transgressive in the face of assumptions and embracing feedback and challenge with openness and empathy.

TYNESIDE CINEMA CULTURAL MISSION

We are here to listen, learn and entertain people through the art of film.





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 Vicolo

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.
- Access to cycle to work scheme.





APPLICATIONS

To Apply

Please email :

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

Deadline for applications: Monday 14th September at 7:00pm.

Please note: all applicants will be contacted with next steps following the application deadline.

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.