

Independent Cinema Office

The Independent Cinema Office is the national organisation for the support and development of the independent cinema exhibition sector in the UK. It offers programming advice, bookings and information regarding the full range of world cinema product to its 20 client cinemas with a total number of 32 screens. ICO clients include cinemas as diverse as the JW3 in London, Watershed in Bristol, Ludlow Assembly Rooms and Galeri in Caernarfon. Our other main activities include distribution of cultural cinema delivering a range of contemporary and classic titles in addition to touring festivals and artists' moving image programmes – in 2017 we released *Mulholland Drive*, *La Strada* and *Blood Simple* as well as delivering a national tour of the BFI Britain on Film project with six bespoke collections of non-fiction films from the twentieth century.

We also deliver Screening Days, three times a year, a showcase of cultural cinema for film societies, community cinemas and cinemas.

We are the main provider of events, training and advice for the independent cinema sector. We work in partnership with other organisations, both international and national, are a company limited by guarantee and a registered charity.

This is a unique opportunity to join a vibrant, creative team working on a diverse range of projects and an excellent chance for someone seeking to develop a career in marketing and events for the independent cinema sector. One day you may be overseeing the creation of marketing materials for one of our touring programmes or film releases, the next devising a social media campaign for a new training course, the next managing a national event for independent exhibitors.

The ICO is a small arts organisation and the individual we are seeking must be proactive, able to use their own initiative to juggle a variety of tasks, take responsibility for their duties and prioritise their own time.

You will be enthusiastic about marketing the ICO and its activities, professional, creative and energetic. In addition, we need someone very organised with an exacting attention to detail, with great ideas, and who shares our passion for building audiences for cultural cinema.

In return, we can offer responsibility, opportunities for training and development and the chance to work with a friendly, creative team working at the forefront of independent cinema exhibition in the UK.

The ICO is based in central London near Oxford Circus.

Job description

The ICO expects all staff to adhere to the organisation's key values and principles, which are: to demonstrate enthusiasm, flexibility and passion; a willingness to work hard; strive for excellence and take on responsibility; be enterprising and use initiative; and support diversity in all its forms.

Job Title:	Marketing & Events Officer
Salary:	£27,500 - £31,500 per annum (dependent on experience)
Reports to:	Head of Operations
Working Hours:	Five days a week, 10am – 6pm with one hour lunch break, occasional evenings and weekends as required.
Holidays:	25 days per year of which a number of compulsory days must be taken during the office closure at Christmas
Contract:	Fixed-term, one year contract with possibility of extension
Probationary period:	Six months
Notice period:	Two months

Terms and conditions;

The above position is offered on a fixed-term contract subject to the completion of a satisfactory probation period. The above details and the job description for the position of Marketing & Events Officer are a guide to the nature of the work required. They are not wholly comprehensive or restrictive and do not form part of the contract of employment.

Main objectives

Purpose of the post:

To market the ICO and its activities; be responsible for its social media presence and manage all accounts; work as part of the delivery team for ICO events including training programmes and Screening Days; to assist the Marketing & Communications Manager with press and communications for the organisation

Main responsibilities

- Assist with the marketing and recruitment for all ICO activities, including training, events, distribution, consultancy and programming
- Create press releases and marketing materials for ICO activities including for training, events and distribution projects
- Design, create and produce event materials, evaluation forms, online resources and presentations as necessary
- Produce copy to promote ICO activities including film releases, training courses and events
- Maintain the ICO's social media platforms in line with the organisation's cultural and business priorities
- Update content on the ICO website and produce regular blogs and e-newsletters
- Monitor all media and PR across print, broadcast, online and social media for the ICO in line with the organisation's cultural and business priorities and maintain appropriate and consistent language and terminology

- Assist the Marketing & Communications Manager with the production and delivery of the annual report
- Assist in the planning and delivery of ICO and industry events, training courses and other projects, including marketing, recruitment, delegate/speaker liaison, venue liaison, creation of materials and ensuring the smooth delivery of events on the day (which may require some weekend/evening work)
- Manage the distribution of publicity materials to cinemas for ICO distribution projects
- Contribute to reports for funders and other stakeholders as required
- Work with the Marketing & Communications Manager on delivering communications strategies for the ICO
- Assist the Marketing & Communications Manager in ensuring the ICO's visibility in both industry and public press
- Assist the Marketing & Communications Manager with maintaining evaluation systems and data analysis across the ICO's activities and produce reports and infographics as required
- Update and maintain the ICO's databases and mailing lists
- Develop and maintain relationships with design and print suppliers; funders and partners on behalf of the ICO
- Take responsibility for designated tasks and use initiative and judgment to manage them appropriately and in a timely fashion as directed
- Work in a flexible manner and be willing to undertake other duties as reasonably requested including some travel, weekend and evening work as required
- Undertake any other duties as necessary

Person specification

Essential

- Degree or equivalent experience in the field
- Minimum 2 years experience in a marketing or communications role
- Proven excellent copy-writing ability for a wide range of target audiences
- Proven excellent communication skills, both written and verbal
- Proven excellent knowledge of and aptitude for social media
- Excellent IT skills and computer literacy with knowledge of MS Word, Excel and Outlook
- Competent administration skills including forensic attention to detail
- Developed organisational and planning skills
- Tact, sensitivity and diplomacy
- Ability to work with a range of organisations and develop good working relationships
- Ability to prioritise a workload from multiple sources and keep calm under pressure
- Be proactive and use own initiative to anticipate the needs of tasks
- Ability to work as part of a team
- A passion for world cinema
- A sense of humour

Desirable

- Knowledge and experience of Filemaker or other database software
- Knowledge and experience of Adobe Creative Suite
- Knowledge of exhibition and distribution sectors
- Experience of public speaking