

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 film programming services to cinemas, brings films into distribution and is the main provider of events, training and advice for the independent cinema sector. It works with the main funding bodies in film exhibition, is a company limited by guarantee and a registered charity.

Its film programming clients include cinemas as diverse as the Watershed in Bristol, the Broadway in Nottingham and Hebden Bridge Picture House. In 2018 it released the films *Mulholland Drive*, *La Strada* and a *BAFTA Shorts* touring programme amongst other titles. It also delivers Screening Days, a national and regional showcase for cultural cinema for film societies, community cinemas and cinemas. It offers a portfolio of national and internationally renowned training programmes for exhibitors.

This is a unique opportunity to join a vibrant, creative team working on a diverse range of projects with regional and national partners and an excellent chance for someone seeking to develop their career in marketing and communications. We work with many different kinds of partners across the UK – cinemas, festivals, film societies; local authorities and national bodies; distributors and education and training providers.

The ICO is a small arts organisation and the individual we are seeking must be a self-starter and have a passion and enthusiasm for cinema in all its forms, as well as the ability to develop relationships and work with a diverse range of individuals and organisations with diplomacy and enthusiasm. You will be responsible for and enthusiastic about developing marketing and communications strategies for the ICO across all of our activities and in all media, whether print, broadcast, online or social. Needless to say, you must be a great communicator and extremely organised. In addition, we need someone with vision, excellent copy-writing skills, marketing savvy, great ideas, an eye for business and partnership opportunities and who shares our passion for building audiences for cultural cinema.

You must be willing to work hard and try your hand at anything as well as be able to prioritise your own time, be calm and unflappable, work to deadlines and contribute to the team. You must be articulate and ready to undertake your own administration.

In return, we can offer responsibility, opportunities for training and development and the chance to work with a friendly, creative team 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 and Communications Manager
Salary:	£33,500 – £36,500 pa (dependent on experience)
Reports to:	Head of Operations
Accountable for:	Marketing and Events Officer
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 and Communications Manager 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.

Purpose of the post

To increase engagement and the impact of the ICO's services and activities through the development and implementation of comprehensive marketing and communications strategies to ensure targets are being met. To increase the reach and impact of the ICO's profile and visibility through the delivery of influential marketing, communications and PR in the UK and internationally, thereby significantly contributing to the development of new partnerships and funding opportunities.

You will manage the Marketing and Events Officer to deliver high quality work and will have an active role in implementing marketing and communication activities.

Main Responsibilities

- Develop and implement creative marketing strategies for all ICO activities, including training courses, events, film distribution and cinema programming
- Oversee the implementation of marketing and communication activities to ensure objectives are being met
- Develop and manage evaluation systems to monitor the impact and effectiveness of marketing activities against objectives, and provide regular updates to relevant departments
- Deliver influential communications and PR strategies, in conjunction with the ICO external PR consultant, to increase the reach and impact of the ICO's profile and visibility in the UK and internationally
- Develop and maintain key external relationships with press, media representatives, funders and other organisations both nationally and internationally
- Oversee the production of marketing materials in line with the ICO brand
- Develop and deliver effective mechanisms and practices for clear communications within the organisation
- Performance and operational management of the Marketing and Events Officer.
- Manage, produce and deliver an annual report for the ICO
- Develop sponsorship strategies for ICO activities, including events and training courses
- Manage and monitor expenditure and resources for marketing and communication activities
- Oversee the ICO digital presence in line with the organisation's cultural and business priorities
- Oversee the ICO's digital strategy in conjunction with the Head of Operations
- Manage, with the Marketing and Events Officer, the ICO's mailing lists and CRM system
- Contribute to and strengthen funding proposals and reports to ensure robust and creative marketing and communication plans
- Represent the organisation externally at meetings and events
- Manage external agencies and freelancers where required including designers, web developers, printers etc.
- Act as the first point of contact for SMT with regard to external communications such as providing support with presentations
- Ensure the values of inclusivity and diversity are reflected in our work
- 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

2-3 years' minimum experience in a marketing or communications managerial role in the film, arts or cultural sector

Proven experience of initiating and delivering marketing and communications strategies

Experience of line management and working with, and inspiring a team

Highly organized and excellent administration skills

Proven excellent copy-writing ability for a wide range of target audiences

Proven excellent communication skills, both written and verbal

Proven excellent knowledge of social media

Understanding of basic design principles

A passion for world cinema in all its forms

IT skills and experience with knowledge of Word, Excel and Outlook

Ability to work on own initiative

Ability to work under pressure and prioritise workload

Tact, sensitivity and diplomacy skills

Ability to work with a range of organisations throughout the UK and develop good working relationships

Ability to work as part of a team

A sense of humour

Desirable:

Good film press contacts

Knowledge of exhibition and distribution sectors

Knowledge and experience of FileMaker or other database software

Familiarity with public speaking and ability to deliver public presentations

Knowledge and experience of Adobe Creative Suite