



Title: Marketing Manager

Reports to: Chief Executive

Fixed term contract (August-Nov). Full-time. £34-36K per annum (pro rata)

Job Description

UK Jewish Film seeks a highly effective and enthusiastic Marketing Manager with a minimum of 2-3 years' experience developing and/or implementing marketing plans for film festivals or cultural organisations. We are looking for someone to take our social media and digital campaigns to the next level and significantly grow our online reach.

Key Job Purpose

- Marketing the UK Jewish Film Festival, On Demand service and year-round screenings programme, membership scheme and other activities
- Increasing audience numbers, ticket sales, and membership revenues
- Increasing email database and number of followers and engagement through social media
- Retaining and increasing the number of Members
- Enhancing and increasing brand recognition, profile and reach

Principle Responsibilities

1. Marketing Plan

Implementing and contributing to the Marketing plan in line with the Business Plan and Branding Strategy.

Implementing the Marketing Plan and Branding Strategy to enhance the charity's profile, audiences and revenues including in relation to the UK Jewish Film Festival, On Demand services, other year-round activities and Membership.

Controlling and regular reporting on the agreed marketing budget

2. UK Jewish Film Festival

Marketing the festival including the UK tour with the aim of significantly increasing sales, audiences and revenues, with the support of the wider team.

Developing, editing and overseeing the production and design of the printed and digital format programmes with focus on maximising sales as well as reflecting the branding/values of UK Jewish Film to all our stakeholders.

Content management and regular updating of the website, and of all our other online platforms.

Managing all content and design in relation to the festival in order to maximise sales, encourage high levels of traffic through engaging multi-media content, reflecting the branding and values of UK Jewish Film.

Leading on the development, delivery and dissemination of the festival trailer and/or any other trailers and online content in collaboration with the Chief Executive and senior team.

Leading on and implementing the advertising campaign for the festival including supplying design elements.

3. Social Media

Developing a social media plan in line with the Branding Strategy to significantly increase social media following on Facebook, Instagram and Twitter

Improving the quality and quantity of social media posts to increase reach and engagement Running successful social media advertising campaigns and providing regular evaluation and reporting including analysis of reach and engagement.

4. Digital Partnerships

Seeking paid or partnership digital advertising opportunities

Creating and supplying marketing assets in line with any agreements reached by the Chief Executive or Partnerships Manager with external partners

Supporting the Partnerships Marketing on marketing aspects of partnership agreements.

5. Website and VOD

Driving the ongoing development of the UK Jewish Film website with up-to-date, constantly new, updated and engaging content, configured to promote/increase ticket sales.

Creating and/or overseeing creation of copy and new content for the website. Maintaining the integrity of the brand through the website.

Using Google Analytics to inform ongoing development of website

Using SEO to improve search engine ranking

Running successful Google Analytics campaigns in the framework of Google Ads grants

Developing and promoting new content for the On Demand platform

6. Online Ticket Sales System

Working closely with the Operations Manager to ensure the online ticketing system is functioning efficiently and adequately tested in good time to meet our commitments and deadlines on priority and public launch.

Ensuring the ticketing system maximises marketing opportunities for sales including of Membership

Producing regular updates on sales and adding new names to the database in line with GDPR

7. Printed and Online Materials

Responsibility for managing the development, design and production of all other printed materials e.g. regional city flyers, highlights flyers and year-round special events flyers in accordance with marketing plans.

Occasionally using InDesign and Adobe Creative Cloud to design printed and online materials for various platforms

8. Newsletters

Planning, implementing and evaluating all newsletter campaigns and schedules

Creating or overseeing the creation of copy for newsletters and ensuring brand style and consistency

9. Membership

Marketing the Membership offer and increasing number of Memberships

Overseeing Membership marketing materials for the Festival and year-round including flyers, screencard and any others.

Delivering exclusive Members event during the festival working with other members of the team.

10. Databases

Identifying and implementing new ways to increase the various audience databases of the Festival, including email and postal databases, in line with GDPR.

Working with the Operations Manager and volunteer coordinators, especially during the Festival period, to ensure extensive acquisition and recording of new data.

11. Audience Evaluation

Working with the Chief Executive and Partnerships Manager to design audience evaluation methods that provide useful information relating to marketing, planning, programming and other aspects that informs planning for future events and as required by current funders.

Identifying and implementing the most effective methods to capture audience evaluation from a broad and representative sample in the UK and in our tour cities.

Overseeing interns in summarising, analysing and creating timely reports of any audience evaluation.

Person Specification

The following qualifications, skills and experience are essential for this post:

- Significant marketing experience including at least two years working at marketing manager level
- Background in digital marketing
- Experience of leading successful social media campaigns
- Experience of successfully implementing and managing the marketing plan for a film or arts festival or arts/entertainment events
- Proven experience of increasing audience numbers and box office and/or advertising revenues
- Experience of producing high level printed and online marketing materials
- Ability to work effectively as part of a team
- Ability to take the initiative and motivate a group
- Ability to work under pressure and prioritise workload
- Ability to write effective and professional marketing copy
- Good IT skills especially InDesign, Word and Excel
- Good organisational skills and an ability to work to tight deadlines
- University degree or equivalent

The following skills and experience are desirable for this post:

- Experience of marketing film festivals or films
- Experience of successfully developing and/or implementing Membership, Friends schemes
- Knowledge of Jewish and Israeli cinema and/or culture
- Experience in PR or managing of PR campaigns
- Experience of developing and marketing VOD or similar platforms
- Ability to work with a range of organisations and develop good working relationships
- Experience of developing audiences
- A track record of working to budgets