



Marketing Manager - Full time - Permanent

We have an exciting vacancy for a creative, innovative and strategic marketing manager to join our lovely office team at Depot. Located in the heart of Lewes, we have served as the focal point of the community for the past 4 years and continue to grow in strength. We are a not for profit organisation with Charitable Trust status and we employ 80 staff and 20 volunteers.

The salary range for this role is £31,000 - £33,000. We offer a generous annual leave entitlement, pension scheme, extra support for working parents and many varied staff benefits such as free cinema tickets, food and drink discounts and an employee assistance scheme. The role is full time (35 hours) and will require occasional participation in weekend / evening events.

Please check the job description attached for full details. If you wish to apply, please send a brief covering email and your CV to hr@lewesdepot.org by 20th August.

Overview

As Marketing Manager you will have significant influence in driving Depot's success to the next level. You'll be a leader, bursting with ideas, able to oversee and coordinate all marketing activity with confidence and flair. Your communications skills will be top notch and you will know our local area well. You will love film and will ideally have a background in working in the film or the arts industry.

You will be responsible for developing and managing the overall marketing strategy and delivering innovative campaigns for a varied program of mainstream, art house and independent films; world cinema, documentaries and classic films; along with special events, guest speakers and workshops.

You will actively promote other areas of the business too, such as the Bar & Kitchen, with regularly changing menus and you'll work closely with our Events manager and our Education manager to ensure our varied events and courses are a success.

Reporting to the Director and Programmer, this role oversees one full time Marketing Assistant.

As part of the role you will:

- Create end to end tailored media strategies for the cinema, events, education and bar & kitchen; delivering within budget and to deadline
- Develop and manage creative materials
- Take an active role in improving our social media presence
- Be an outstanding copywriter producing weekly e-newsletters and programmes for printing
- Liaise with heads of department to ensure the smooth delivery of all campaigns and events
- Build strong relationships with colleagues and seek to collaborate
- Provide leadership and development for the Marketing Assistant, delegating tasks for the most efficient running of the team
- Embrace the core values of Depot; accessibility for all, environmental and social sustainability
- Ensure our website is up to date with all publicity - devise new strategies to draw people to the more hidden areas of the website.
- Ensure our posters and other in-venue publicity is current at all times
- Communicate effectively, ensuring the senior leadership are kept informed and up to date at all times
- Embrace audience development and actively pursue avenues to find audiences for offbeat content
- Communicate directly with community representatives
- Be creative, proactive, flexible, positive and approachable

You'll need:

- Excellent communication skills; written and verbal
- To be skilled in Wordpress and Mailchimp packages
- Proven marketing experience in the film or arts industry or equivalent
- To be a team player with a positive, can-do attitude
- Excellent administrative, organisational and management skills
- Creativity and strong attention to detail
- The ability to prioritise workload and manage multiple campaigns simultaneously
- A strong interest in culture, films, theatre and music