Digital Marketing Manager

Picturehouse Cinemas operate 26 cinemas across the UK, releases around ten films per year, distribute alternative content to cinemas around the world and are a stand-alone division of Cineworld PLC. [**www.picturehouses.co.uk**](http://www.picturehouses.co.uk)

**Vacancy**

We are seeking a confident, experienced and organised person to work across the digital side of the business, reporting to our Marketing department in this exciting and important role.

The ideal candidate would have experience working on a busy, commercial website and optimising content for SEO. Proven experience around digital marketing tools, including social media and e-commerce and the ability to fulfill the target driven side of the role to a very high standard.

Candidates must ensure their availability to work flexibly on occasion as required due to the nature of this role.

We offer a salary of up to £37,000 (depending on experience) for this full time position.

**Office**

The Membership Manager is based at Picturehouse Cinemas Ltd, 7th Floor, St Vincent House, 30 Orange Street, London.

**Application**

Please apply via our Careers page by clicking [HERE](https://bit.ly/3b5DJw3) by 20 September 2021.



**Please ensure you read the following Job Description and Person Specification carefully and ensure you have all the experience required before applying.**

**Job Description - Membership Manager**

**Department:** Marketing

**Responsible to:** Head of Marketing

Responsible for all aspects of the digital business including overseeing website maintenance, optimising SEO, increasing revenue via digital sales channels, and overseeing the company CRM. Ensuring revenue targets are met and where possible exceeded, working across operations, finance, marketing and customer care

* Working with the Director of Marketing and IT Projects Manager to project manage and pioneer all digital developments.
* Overseeing all content across the Picturehouse website and ticket booking app including managing workflow for the Digital Marketing Executive, briefing the design team, liaising with internal and external developers to test and push updates, reporting bugs, and uploading content using the CMS.
* Monitoring the Picturehouse website’s performance with Google Analytics, SEMRush and Google Search Console, strategizing and implementing an SEO plan including keyphrase research and position tracking, and feeding back to key stakeholders.
* Utilising all functionality on the Picturehouse ticket booking app, including push notifications.
* Project managing the smooth running of all VISTA Cinema activity and working with IT Projects Manager to manage updates to VISTA Cinema, including briefing Head Office and cinemas, creation of price cards, promotions and recognitions using VISTA Loyalty, and managing IT deadlines to meet business goals.
* Working with the Marketing Team to strategise CRM marketing including the creation and execution of emails to customers in Movio, alongside growing the email subscription database.
* Working alongside the Membership Manager to report regularly on Membership sales and retention, and strategise recurring Membership reminders using Movio.
* Working with the marketing team and their third-party digital advertising agency to support advertising strategy.
* Reporting and managing incidents to IT Support.
* Assisting with Social Media marketing.
* Overseeing website presence for Sundance Film Festival: London and managing the ticket and pass on-sale processes.
* Liaising with teams at the cinemas and the Customer Care team to take on feedback and troubleshoot any digital or box office items.
* Representing Picturehouse at wider company GDPR committee meetings.
* Undertaking any other duties which may be reasonably requested of you by the Company for the effective functioning of the cinema and to maximise its business.

Note: This job description reflects the present requirements of the post. As duties and responsibilities change and develop the job description will be reviewed and is therefore subject to amendment.

**Person Specification**

| **Criteria** | **Essential**  | **Desirable** |
| --- | --- | --- |
| Qualifications | * None
 | * Bachelors Degree, preferably in Marketing.
 |
| Skills | * Previous digital media and marketing experience.
* Passionate and highly knowledgeable about all areas of digital technology, media and social media, interested in keeping up to date with all the latest technology trends.
* Experience of using and reporting on insights tools such as Google Analytics, YouTube and Facebook insights, plus a natural aptitude for drawing insights from data and the ability to channel these into influencing digital strategy for future releases.
* Strong understanding of Google Analytics and SEO best practice.
* Demonstrable experience in managing paid digital campaigns
* CRM Management and campaign creation.
* Good understanding of GDPR.
* Website content management.
* Planning & Organisation
* Attention to detail
* Strong IT skills and experience managing databases.
* Use of Social Media
* Good writing skills
* Good oral communication skills
* Accuracy & attention to detail
* Good eye for well-designed communications
 | * Experience using Vista Entertainment Solutions (Head Office, Infoworks, Voucher Management System).
* Understanding of UX and web accessibility.
* A certification from Google in Adwords Fundamentals, Search Advertising or Display Advertising would be advantageous.
* Knowledge of IBOE.
 |
| Experience | * Some employment experience in a team-based role
* B2C (Business to Customer) marketing
* Working with a dedicated IT team
 | * Report writing
* Managing or supervising a team
 |
| Other |  | * An interest in and knowledge of film.
 |