**Job Description: Marketing Manager (Cinema Venues), The Really Local Group** Full time, permanent position

Reports to: Director Of Business Development

Salary & Benefits: c£40,000, 20 days holiday (excluding Bank Holidays)  
Free cinema & events!

Location: Remote based across existing and new venues

***About Really Local Group***

Born of our founder’s ambition to bring entertainment and culture back into the hearts of local communities, RLG is opening venues with cinema screens, live entertainment and communal spaces typically in regenerated high street locations. We entertain with film, comedy, live music, games, food and drink and provide a safe, welcoming, accessible and flexible place for the community to use for many other purposes.

Currently we have cinema sites open at Catford Mews and Reading Biscuit Factory with our new Ealing Project opening in June 2022. Additionally (but out of the scope of this role) we have recently welcomed Hackney Bridge and Peckham Levels into the RLG family.

***Background***

With (nearly) three cinema sites open and another seven committed through to 2024 we are investing in our central team to support these amazing venues. We are still small and believe in empowering and driving our business through our Venue Managers and their teams.

We are therefore looking for a Marketing Manager who will balance giving us the benefits of a centrally managed strategy and business partnerships whilst ensuring these are delivered locally with individual personality. You will play a critical role in building awareness, footfall and love for the spaces in each location, ensuring they become true cultural and community hubs for the long term.

You will need to be adept (and happy!) at working with one eye on the horizon one minute, then rolling up your sleeves and helping out on the ground the next. But you will be doing it with a focussed, passionate team and delivering something quite unique in an exciting space and with the real opportunity to help form what we look like and where (and how) we go from here.

***Some Key Requirements:***

* An integrated marketer able to lead on and develop a strategic plan through to delivery;
* A genuine passion for film, arts & culture;
* Creative flair with an eye for detail;
* Understands and has experience of working with and building brands;
* Data and performance savvy, able to track and measure marketing efforts;
* Comfortable with, and capable at utilising all marketing channels to effectively engage, promote and drive growth;
* Financially astute and able to manage day to day budgets;

***Key Responsibilities:***

* People Management
  + The role currently has no direct reports so strong, respectful and productive relationships with individual Venue Managers, their teams and the broader central team are essential;
  + Similarly, you will need to foster and maximising the benefit of relationships with key suppliers and partners including film distributors, agencies, website developers etc.
* Strategy, planning & processes
  + Contribute to overall marketing planning at a broader level, working together with the wider marketing/events/PR team;
  + Lead on, manage and deliver the specific marketing plan both centrally and locally for each venue.
* Marketing Delivery
  + Manage a range of marketing deliverables including but not limited to:
    - Social - Facebook, Twitter, Instagram, LinkedIn, TikTok
    - Digital marketing – paid social, Google Ads, newsletters
    - Website, microsites, landing pages
    - Posters, leaflets and other traditional media;
  + Plan, curate and execute content from a variety of sources both internally and externally (eg. professional writers, photographers, videographers);
  + Working closely with our Film & Content Manager, content owners (including Film Distributors) and Venue teams to maximise and promote attendance.
  + Manage the relationship with our PR partners to ensure that releases and activity are appropriate and effective.
* CRM & customer insights/communications
  + Utilise our data and tools to understand and appropriately engage with our customers
  + Grow and develop our membership schemes to evolve meaningful relationships and drive loyalty and frequency
* Brand & design
  + Be a strong voice in the development and curation of our brands, national and local;
  + Provide strong design and creative briefs to our designers/partners/agencies to deliver concept/content/assets for marketing/PR/Comms campaigns.
* Budget & financial management
  + Monitor and report on budget spend on a monthly basis;
  + Track and measure marketing efforts on a regular basis, providing reports, insights and recommendations.

***Preferable Experience***

* 3 years+ of relevant experience, gained in-house or at a marketing agency;
* Experience self-managing and prioritising a diverse workload
* Excellent interpersonal skills - great with people!
* Experience delivering multi-channel, results driven marketing campaigns
* Experience in hyper local marketing and CRM;
* A good understanding of the film industry or a previous role in film/events desirable;