



## **Picturehouse Cinemas Ltd**

### **West End Marketing Manager, Picturehouse Central**

Application deadline: 14th June

Job Type: Fulltime

Salary: £28,000 - £30,000 per annum (subject to experience)

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

Our West End Marketing Manager will work across all areas of marketing at Picturehouse Central.

Picturehouse Central is a 1000 seat, 7 screen cinema in the heart of London's West End complete with a café, a first-floor restaurant and bar overlooking the neon lights of Shaftesbury Avenue's theatres, and our exclusive Members' Bar and terrace. The cinema also hosts the long running Sundance Film Festival: London every summer.

In addition to a diverse programme of films, ranging from quality blockbusters to independent, classic, foreign-language and arthouse, our venue includes a core programming strand dedicated to championing documentaries. The cinema also shows live HD broadcasts of productions from world-class arts venues, such as the New York Metropolitan Opera, theatre productions such as the Royal Shakespeare Company Live from Stratford-upon-Avon and National Theatre Live, art exhibitions and filmmaker Q&As.

At Picturehouse cinemas, the very highest standards of customer service and presentation will need to be maintained at all times. Members' Bars are an integral part of the experience for customers and a passion for and/or experience of an F&B offering is an advantage.

### **Vacancy**

The successful candidate will have at least 2 years marketing experience in the retail, leisure or entertainment sectors. Experience of managing multi-venue marketing, working with a Members' area, and knowledge of food and beverage promotion is an advantage.

We are looking for an individual who is passionate about cinema, films and events and who can engage with our local communities. Strong communication skills are essential as is the ability to use social media to find new audiences and attract them to the cinema.

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

### **Office**

The Picturehouse Central Marketing Manager is based at Picturehouse Central with occasional work at Picturehouse Cinemas Head Office, 7th Floor, St Vincent House, 30 Orange Street.



## **Application**

Please apply via our Careers page by clicking [HERE](#) by 14 June 2022.

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

## **Job Description: West End Marketing Manager**

### **Job Purpose**

To take prime responsibility, under the leadership of the General Manager at Picturehouse Central, for the cinema's marketing activity and liaise with the Head Office marketing, programming, retail and events teams to ensure briefs are being delivered at the venue.

The successful candidate will ensure the cinema's activities and facilities are promoted effectively and to existing and new audiences so that attendance for films and events reach their full potential and ancillary income is maximised.

### **Main Duties**

1. Liaising with the Head Office marketing team and taking responsibility for the correct local delivery of centrally-arranged marketing and events activity at Picturehouse Central.
2. Managing all marketing activity at Picturehouse Central, this includes film screenings and cinema events as well as the cinema's restaurant and bar spaces.
3. Championing the cinema's Membership scheme, alongside the venue General Manager. This includes liaising with the cinema team internally and working closely with the General Manager to grow the scheme by acquiring new members, and ensuring existing members get the most out of their membership.
4. Scheduling events specifically for Picturehouse Members around Picturehouse Central, including the Members' Bar.
5. Overseeing on-site marketing activity and keeping the cinema team up to date on the latest activity, including events, big new releases and new product launches.
6. Regularly meeting stakeholders from various departments at Picturehouse Central to discuss upcoming strategy (including the Membership scheme, food and drink related products and film programming).
7. Ensuring that local Social Media marketing is fully utilised and aligned with Head Office Social Media marketing priorities and advice. This includes reaching out to the



local community and building effective relationships with micro-influencers to support the venue.

8. Ensuring that on-screen marketing (trailers and internal and external advertising) is current, relevant and as directed.

9. Ensuring internal and external food and drink marketing is effective and integrated throughout the cinema and its communications.

10. Building up effective marketing relationships in the community to promote the cinema in general and clubs & group screenings in particular.

11. Identifying and building relationships with local press outlets and influencers to support the venue.

12. Helping to generate enquiries for private and corporate hires of all (or any) of the cinema's spaces and increasing their profitability.

12. Represent the cinema within the community and at meetings or events with customers and partners

13. Being the on-site marketing liaison for visiting events and film festivals, including Sundance Film Festival: London, to ensure all agreed marketing activity is delivered to a high standard.

14. 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. This could include working evenings or weekends for key cinema events.

15. Conduct on site documentation of events, screenings and activities for social media and further marketing purposes.

16. Develop and deliver site-specific film release related customer engagement activities.

17. Support marketing activity at Picturehouse's other West End cinema (Fulham Road Picturehouse) when required.

### **Essential:**

- Team player
- Excellent communication and writing skills
- Excellent social media skills
- Understanding of digital venue marketing including Google Reviews, TripAdvisor, Facebook, Instagram, Twitter and similar
- Experience marketing at a cinema or cultural venue
- Experience of working to deadlines
- Ability to communicate with a large team
- Strong project management skills



- Time management skills

**Desirable:**

- Passion for cinema
- Dynamic personality, able to work with a wide variety of colleagues
- Event photography skills
- Food photography skills