



Marketing Manager – 12 Month FTC

Picturehouse Cinemas operate 26 cinemas across the UK, release films as a distributor through Picturehouse Entertainment and distribute alternative content to cinemas around the world.

Picturehouse's neighborhood cinemas present a diverse programme; ranging from blockbusters to independent, foreign-language, documentary and kids' films, as well as live broadcasts from the world's best arts venues, such as the National Theatre, Royal Shakespeare Company, Bolshoi Ballet and New York Met Opera. Food and drink are integral parts of the experience here at Picturehouse with Cafés, Bars and Restaurants in many of the venues, making each cinema an exciting social hub within the communities.

Picturehouse Cinemas are a stand-alone division of Cineworld PLC.
www.picturehouses.co.uk

Vacancy

The key to this role is to help oversee marketing activity and campaign planning for Picturehouse Entertainment releases, supporting both Theatrical and Home Entertainment campaigns. You will be an integral part of a small, dedicated team working to release outstanding films from around the world and connect them with wide and under-served audiences in a unique and visionary way and will be responsible for leading select titles through from campaign planning to delivery, overseeing all marketing for the films lifecycle.

Who we are

- The award-winning film distribution arm of Picturehouse. Our releases serve audiences across the UK in all cinemas nationwide.
- We believe that great cinema has the power to change lives but should always have entertainment as an essence. We work to ensure, great film, that might otherwise go undiscovered, finds its big-screen audience.
- Since 2010, we've worked across an extensive catalogue of films. Since cinemas reopened their doors in May 2020, we have released 17 films exclusively in cinemas, including Sean Durkin's THE NEST, Phyllida Lloyd's HERSELF, Reggie Yates' directorial debut PIRATES, Joanna Hogg's critically acclaimed THE SOUVENIR PART II, Audrey Diwan's BAFTA-nominated HAPPENING, Gaspar Noé's VORTEX, and Panah Panahi's award-winning HIT THE ROAD.

Who you are

- Passionate about arthouse and independent film and connecting world cinema with UK audiences.
- An excellent communicator who is highly motivated, thriving in fast-paced environments with excellent attention to detail and writing skills.
- Demonstrable marketing experience at a manager level or ready to promote to this level (3+ years' experience in the industry).



- Experienced in briefing and managing campaigns with media, creative agency and production teams.
- Experienced with working to deadlines and managing a diverse workload.
- Demonstrable experience in campaign management within the Entertainment industry.
- Experienced with working to budget for end to end marketing campaigns across multiple touchpoints.
- An ambitious, talented, and innovative creative thinker who loves to think outside the box and come up with creative solutions to marketing and engaging audiences.
- A team player who enjoys working collaboratively.
- A dynamic personality, able to work with a wide variety of colleagues and communicate clearly and precisely with external clients.

Responsibilities

- Work to deliver Picturehouse Entertainment's annual objectives and to ensure that Box Office targets are met.
- Manage the marketing campaign lifecycle for select Picturehouse Entertainment releases from acquisition through to theatrical, home entertainment and ancillary.
- Oversee the campaign strategy, briefing and development of key art and trailers for theatrical releases, liaising with AV and creative agencies and freelancers.
- Work closely with digital agencies on the creation of social materials and AV content.
- Work closely with media agencies on the planning and booking of outdoor, digital and programmatic media, ensuring campaigns are delivered within budget and to objective.
- Manage campaign budgets for select titles, tracking purchase orders and managing vendors.
- Serve as a key point of contact for trade marketing, liaising with exhibitors to ensure titles are supported.
- Provide on the ground support for events such as premieres, festivals and special event screenings such as Q&As.
- Provide detailed reporting on all projects and campaigns.
- Perform general administration duties as required.
- Cover department when team members are away.
- Represent Picturehouse Entertainment at festivals and events as required.
- Support the Head of Marketing and wider team in any relevant and appropriate tasks.
- Provide other support within Picturehouse Entertainment as reasonably required.

Office

This is a full-time role working Monday to Friday with occasional evening and weekend work required. The role will be based four days a week in Picturehouse Head Office, 7th Floor, St Vincent House, 30 Orange Street, London, WC2H 7HH and up to one day a week from home.



Pay

We offer an annual salary of £30-34k for this role (dependent on experience). This position is for a 12-month fixed term contract.

Application

To apply for this position please send your CV and cover letter to Merilyn.Sequeira@cineworld.co.uk with "Marketing Manager" in the subject line before the end of the day, Friday 19 August 2022.

SALARIED STAFF PACKAGE

UNLIMITED FREE CINEMA TICKETS Any film or event for free at any picturehouse cinema, subject to availability.	FREE HOT DRINKS AND DRAUGHT SOFT DRINKS When working from a cinema.	CINEWORLD FOOD AND DRINK DISCOUNTS 10% Off food and drink at cineworld.	CAREER DEVELOPMENT OPPORTUNITIES The vast majority of the people running picturehouse began in customer service roles.	ALL THE BENEFITS OF A PICTUREHOUSE MEMBERSHIP Including discounts at local and national businesses.	ACCESS EARLY PAY APP
FREE GUEST TICKETS Once a week, staff can bring two guests to any film or event at picturehouse cinemas for free, subject to availability.	CHILDCARE VOUCHERS Employees can choose to have part of their salary paid in childcare vouchers and so save tax. (closed to new entrants)	STAFF FOOD 50% Off food during off-peak times at cinemas with kitchens when on shift.	ENHANCED EYE CARE Full sight and eye health check. Contributions to frames if glasses are solely required for screen use.	KIOSK SNACKS Free popcorn, a draught soft drink or a hot drink when watching a film.	COMPANY SICK PAY Statutory sick pay. Company sick pay after one year's service.
FREE CINEWORLD TICKETS A free ticket per week to any screening at any cineworld cinema, subject to availability.	PICTUREHOUSE FOOD AND DRINK DISCOUNTS 30% Off food and drink at picturehouse cinemas.	FREE STAFF SCREENINGS	SUPPORTING PARTNER'S LEAVE All employees, regardless of their length of service, qualify for two weeks' statutory paid leave.	CYCLE TO WORK SCHEME Up to 42% savings on bikes and accessories.	INCREASED PENSION CONTRIBUTIONS Picturehouse makes pension contributions for all staff. All staff can choose to increase contributions after two years, and the company will increase its contributions.

FOR MORE DETAILS ABOUT OUR PAY, VISIT [PICTUREHOUSES.COM/PAY](https://picturehouses.com/pay)