



*independent, unique, yours*

## **JOB DESCRIPTION**

### **Marketing, Communications & Fundraising Manager**

**Reports to:** General Manager and CEO

**Responsible for:** promotion of the Cinema and its programme; campaigns for fundraising.

**Contract:** Part-time 22.5 hours pw

**Salary:** £24,000 - £26,000 pro rata, depending on experience.

Originally built in 1912 and rebuilt in 1922, the Grade II listed Curzon has entertained the people of Clevedon and North Somerset without a break, and is currently enjoying a great period of growth and cultural creativity. However, it is also seriously in need of repair and restoration.

The Curzon Cinema stands out as the cultural heart of the region, with strong connections to Watershed, the South West Film Hub, the Cube Cinema and South West Silents. We are proud to be a venue for the Cinema Rediscovered Festival; to host a Media Production training course for 16 - 18s run by boomsatsuma and to provide a vibrant programme of film, director's Q&As, live comedy, music, and other immersive events.

### **Our Values**

**Creative** - as a unique independent cinema we strive to be challenging and creative with our programme, offering the best of contemporary, art-house, classic and heritage film complemented by ambitious and entertaining events.

**Community-focused** - we are proud to respond to and reflect our loyal, local community, offering collaborative and outreach opportunities.

**Ethical & Sustainable** - the Curzon Cinema pays the Voluntary Living Wage and strives to function as a sustainable, eco-conscious business.

## Job Purpose

We are looking for a positive, confident and determined marketing and communications manager who will devise, plan and implement

- a) promotion of the cinema and it's diverse programme to our growing audience
- b) a series of creative campaigns that will (working with our Trustees) generate much-needed funds for the restoration and sustainability of this well-loved and vital community asset
- c) strategies to promote our community & heritage priorities.

The key to success in this role will be the ability to understand and to celebrate all the different areas of our unique business, and to identify our audiences and potential sponsors.

As Marketing Manager you will bring your creative and e-marketing skills to promote the cinema programme and devise fundraising campaigns. Your aim is to increase and diversify audiences and attract and nurture individual and corporate donors through campaigns highlighting the urgent need for capital investments. Working with our team, you will use your person-skills to develop and maintain relationships with sponsors/donors and be able to track progress.

You also possess excellent creative writing skills, strong analytical skills and the ability to manage a diverse workload to strict deadlines with minimum supervision

You will have a proven track record of managing the development and implementation of integrated fundraising, marketing and communications campaigns and projects.

You will be jointly line managed by the CEO and General Manager and you will co-manage a Marketing and Programme Assistant (with the General Manager).

This is a position based at the cinema in Clevedon and the candidate would be expected to work on site.

## Tasks

- Assess and deliver marketing campaigns for up-coming events and seasons in liaison with programming personnel
- Create fundraising campaigns to attract public giving, sponsors and HNW individuals
- Research, write and distribute press releases to targeted media
- Prepare and supervise our quarterly brochure

- Manage the Curzon's website, overseeing allocation of roles to other staff members
- Develop an understanding of local and regional audiences and engage with local and regional marketing publications
- Develop our Social Media presence and report analysis for Facebook, Twitter and MailChimp

## **Person Specification**

### **Essential**

- Demonstrable marketing experience at a strategic level
- Experience of creating effective fundraising campaigns
- Excellent communication skills including networking and building relationships with local organisations, and local/ national media publications
- Ability to work as part of a team, communicating effectively and engaging with all colleagues (staff and volunteers), the wider venue and the day to day activities involved in running a cinema
- Ability to write compelling, accurate copy
- Experience working with PR and press
- Experience working in an arts/events environment
- Experience of designing simple marketing materials and commissioning more complicated marketing materials
- Ability to work independently under pressure managing time, competing priorities and resources in a structured way
- Excellent IT capabilities
- In depth understanding of digital marketing, including audience segmentation, using insights to best effect, building social media following in line with specific marketing plans

### **Desirable**

- Capability with design programmes
- Public speaking/presentation experience
- Business development experience
- Experience of working with both arts and commercial sectors in a marketing position
- Experience of managing budgets

**Application Deadline:** 10.00am Monday 19th November 2018

**Interviews:** Week of 26<sup>th</sup> November.

Please send your Covering Letter and CV to [Susannah.shaw@curzon.org.uk](mailto:Susannah.shaw@curzon.org.uk)

The successful candidate will be offered the opportunity to attend some introductory sessions before the Christmas break.

As well as this distinctive Cinema, Clevedon is also home to the country's only Grade I listed Pier, which reaches out into the second most tidal seas in the world, where stunning sunsets enhance the Victorian promenade and the newly renovated Marine Lake. Zig-zagging coastal paths and woodland trails that once inspired great poets, attract ramblers and amblers alike, as do vibrant shopping streets dotted with tempting eateries.