



Candidate Information

Position:	Marketing Coordinator (Queen's Film Theatre)
School/Department:	Student Plus
Reference:	19/107100
Closing Date:	Monday 28 January 2019
Salary:	£24,028 - £27,831 per annum (potential to progress to £29,514 per annum through sustained exceptional contribution)
Anticipated Interview Date:	Friday 8 February 2019

JOB PURPOSE:

The Queen's Film Theatre is Northern Ireland's leading independent cinema, showing a wide range of contemporary, classic and world cinema. QFT is also the lead organisation for Film Hub NI, part of the British Film Institute's Film Audience Network. This role is key to maintaining and developing the public profile of QFT and contributing to the delivery of QFT core business objectives in the areas of box office sales, audience development, sales and marketing initiatives, promotions and partnerships, digital marketing and engagement and sponsorship.

MAJOR DUTIES:

1. Work with the Head of QFT and colleagues to develop and implement ongoing marketing strategies for achievement of income and sales targets and other objectives in line with the QFT business plan.
2. Responsible for the production of all QFT related marketing collateral including leaflets, posters, flyers and online assets from concept through to final delivery and distribution. Liaison with designers, printers, film distributors and other content providers. Ensure the efficient and effective co-ordination of print and content distribution across all channels.
3. Lead on all aspects of QFT audience development activity including development of strategic initiatives; increasing student engagement; implementing processes for monitoring and evaluation and commissioning and carrying out audience research.
4. Research, design and implement ongoing marketing promotions and campaigns to achieve sales targets in line with the QFT business plan. Create and implement local advertising campaigns and coordinate delivery of listings and advertising materials to 3rd party publications.
5. Manage day to day delivery of QFT digital marketing and engagement activity including creation and circulation of weekly e-newsletter and other online campaigns, management of QFT's social networks and other online platforms, website development and management.
6. In conjunction with the QFT Box Office Supervisor, manage and develop the QFT Film Card and other membership and loyalty promotions, designing and carrying out surveys and campaigns and making recommendations for future development.
7. Advise on all elements of QFT CRM including monitoring of customer feedback, contributing to customer care policy and best practice and developing ongoing proposals for improving quality of service.
8. To handle all aspects of planned publicity campaigns and PR activity and to act as a point of contact to deal with more complex customer queries and enquiries relating to QFT.
9. Contribute to the development and delivery of cultural and strategic initiatives and projects including the work of Film Hub NI by advising and, where appropriate, leading on development of marketing campaigns and promotions.
10. Supervise interns, work experience students etc, delegating work and monitoring progress and performance.
11. Any other duties that may be specified by and agreed with the Head of QFT.

Planning and Organising:

1. Co-ordinate and oversee all QFT marketing activities in accordance with agreed schedules and budgets and in line with the overall Marketing Plan.
2. Ensure all necessary deadlines are met.
3. Ensure planned objectives are met making the best use of staff and physical resources and where appropriate suggest and implement more effective measures.

Resource Management Responsibilities:

1. Has delegated responsibility for small scale expenditure, up to £1000.
2. Supervisory responsibility for volunteer and student placements.

Internal and External Relationships:

1. Daily liaison with Head of QFT, QFT and Film Hub NI colleagues.
2. Daily liaison with wider University colleagues e.g. Eventus, Culture & Arts, DARO, Students' Union.
3. Daily liaison with QFT customers and patrons.
4. Regular liaison with suppliers including designers, printers, film companies, cultural partners and other marketing colleagues.
5. Regular liaison with funders and other stakeholders.
6. Deal with frequent, wide ranging external contacts (including Press and VIPs) requiring high level customer service and professionalism.
7. Attend external meetings and conferences when required.

ESSENTIAL CRITERIA:

1. Academic and/or vocational qualifications i.e. NVQ Level 3, A levels in relevant subject (or equivalent).
2. At least 4 years' experience working in a marketing environment to include:
 - Minimum 12 months' experience of digital marketing including email campaigns, website and CMS management, social network campaigns and data analysis.
 - Minimum 12 months' experience of managing promotions, advertising campaigns and creation of marketing assets including print materials.
3. Demonstrable interest in film, arts and cultural industries.
4. Excellent written and verbal communication skills.
5. Ability to use Microsoft Word, Excel and PowerPoint at a high level.
6. Excellent presentation skills.
7. Able to work effectively under pressure ensuring deadlines are met at all times.
8. Self-motivated and able to work on own initiative.
9. Ability to work as part of a team.
10. Flexible, willing to adapt to new tasks and duties.
11. May require unsociable hours (i.e. evenings and weekends) and travel within and outside Northern Ireland.

DESIRABLE CRITERIA:

1. Marketing or Arts related degree.
2. Other professional marketing qualification (e.g. CIMA).
3. Experience of working for or in an arts venue or related business.
4. Experience of audience development initiatives and audience focussed marketing.
5. Experience of PR.
6. Experience of working with Photoshop.
7. Ability to manage a number of different projects simultaneously.
8. Clean driving licence.