



Candidate Information

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| Position: | Young Audiences Coordinator (1 year) |
| School/Department: | Student Plus |
| Reference: | 19/107416 |
| Closing Date: | Friday 3 May 2019 |
| Salary: | £20,836 to £23,334 per annum (potential to progress to £24,771 per annum through sustained exceptional contribution) |
| Anticipated Interview Date: | Monday 13 May 2019 |
| Duration: | 12 months |

JOB PURPOSE:

QFT Young Audiences Coordinator will work with the QFT team to build young audiences (18-30) for the cinema's programme. Establishing clear branding and marketing focused towards this audience, developing and delivering a targeted membership programme and enhancing the existing young programmer scheme. You will drive young audience engagement, seek out internal and external partnerships to help grow this audience and increase young audiences in both number and percentage of total audience.

This role is funded for one year initially, supported by British Film Institute.

MAJOR DUTIES:

1. Work closely with the QFT team to drive and deliver a new branding strategy to galvanize all young audience activity at QFT.
2. Be responsible for all liaisons with external suppliers and designers to execute design, print and delivery of marketing assets and materials to promote young audience activity.
3. Review and manage the Young Programmers Scheme including building on the success of the existing 'Takeover' scheme and working in partnership with Into Film, Cinemagic and Nerve Centre to ensure QFT's scheme is networked effectively and young people are offered all available opportunities.
4. Responsible for working closely with QFT team and Film Hub NI to drive the efficient and effective running and delivery of the Young Audiences membership scheme.
5. Host film Q&As with invited guests in front of public audiences and oversee Q&As delivered by young people as part of project activity. Give film introductions, write copy and lead public discussions as required.
6. In conjunction with QFT Front of House team develop and deliver events to attract young audiences, using both the cinema and foyer space as appropriate. To potentially include events promoted as part of 'freshers' weeks, quizzes, games night, short film night.
7. Establishing partnerships to recruit to QFT's YA membership scheme, driving awareness and accessing additional membership benefits whenever possible. Work with the Business Development team to identify key sponsorship opportunities for the scheme.
8. Responsible for the delivery of agreed social media strategies and the growth in social network presence for Young Audiences activity. Platforms include Facebook, YouTube, Twitter, Instagram etc.
9. Work with the Programme Coordinator to introduce and embed targeted Young Audience programme moments into QFT's programme, highlighting key titles, inviting guests and producing events to drive engagement from this audience.
10. In collaboration with Film Hub NI, monitor, review and collate young audiences activity taking place across Northern Ireland and UK, disseminate information on good practice and conduct research into young audience ticket incentives across the country.
11. To collate, analyse and present young audiences information for stakeholder KPI reporting requirements through detailed record keeping, providing regular updates to Head of QFT and Marketing Co-ordinator.
12. Prepare informal and formal reports on project progress, audience demographics and budget performance, and present to the Marketing Coordinator, Head of QFT and Film Hub NI team as required.

Planning and Organising:

1. Prioritise own work within an agreed general schedule and allocate work to other staff on a daily basis to meet internal deadlines or demands, to the appropriate standards.
2. Ensure planned objectives are met and where appropriate suggest and implement more effective measures.
3. Coordinate the planning and organisation of a range of creative and innovative marketing campaigns initiatives to increase engagement and achieve revenue targets within set timelines.
4. Ensure resources, equipment and promotional marketing/branding collateral including brochures and other related marketing materials are available and up to date.

Resource Management Responsibilities:

1. Manage expenditure according to agreed project budgets and in line with all university financial procedures.
2. Allocating work and supervising Audience Development Assistant, to ensure the work runs smoothly and to standard.

Internal and External Relationships:

1. Daily contact with Line Manager, work colleagues and University staff. Some contact with other University offices, students and service providers.
2. Liaising with staff outside the University.
3. Develop and maintain existing partnerships with Into Film, Cinemagic and Nerve Centre to deliver a full networked Young Programmers scheme.
4. Develop new external partnerships to raise awareness of QFT's YA activity and recruit to the membership scheme. Work with Business Development colleagues to identify any appropriate opportunities for sponsorship.

ESSENTIAL CRITERIA:

1. 5 GCSEs at Grade C or above (or equivalent) including English and Maths or NVQ Level 2 Administration.
2. 3 years relevant experience in an arts marketing or audience development role to include:
 - Marketing/Branding experience
 - Events management
3. Project management
4. IT Literacy and ability to use a range of computer packages.
5. Good numeracy skills
6. Excellent written and verbal communication skills.
7. Ability to provide effective service, including customer service, to require quality standards.
8. Able to work effectively under pressure
9. Self-motivated and able to work on own initiative.
10. Ability to work as part of a team.
11. Flexible, willing to adapt to new tasks and duties.
12. Work will be required infrequently outside of normal office hours and may include some UK travel.

DESIRABLE CRITERIA:

1. Higher education qualification in Film or Marketing.
2. Experience developing and delivering audience development projects.
3. Demonstrable interest in film, arts and cultural industries.
4. Experience working in young audience development.