



Candidate Information

Position:	Audience Development Assistant
School/Department:	Eventus and Culture and Arts
Reference:	22/109954
Closing Date:	Monday 18 July 2022
Salary:	£18,278 per annum
Anticipated Interview Date:	Tuesday 2 August 2022
Duration:	Fixed Term until 30/06/2025

JOB PURPOSE:

Providing support to the marketing and programming teams in Queen's Film Theatre, this role is an exciting opportunity to build new audiences for Northern Ireland's only arthouse cinema through targeted communications including social media and direct email marketing, as well as research and an understanding of the film programme.

MAJOR DUTIES:

1. Assist with management of social media channels, e.g. Facebook, Twitter and Instagram, including delivering specific campaigns to engage targeted audience demographics. Schedule posts and conduct live social media coverage for specific events. Photograph events for social media.
2. Working with the Content Management System to maintain the website, for example, adding film copy and images, banners and trailers. Assist with creation/management of news, events and blog articles, including identifying and inviting guest bloggers.
3. Writing short original copy for film or events to be used in print, online or on social media.
4. Undertake basic data input into established systems and run routine reports to support QFT reporting requirements.
5. Attend planned meetings with QFT staff where appropriate.
6. Assist with cinema event delivery, including event set-up and take-down, guest liaison and basic catering duties.
7. Research local and regional community or special interest organisations and create useable databases for repeat contact.
8. Facilitate the operation of QFT's Community Ticket Scheme, including communicating with organisations (email, face to face, telephone) to raise awareness of the scheme, ensuring accurate records are kept and follow up communication made.
9. Work with existing systems to schedule trailers for screening in the cinema.
10. Carry out any other duties which are appropriate to the post as may be reasonably requested by the Head of QFT and other senior departmental staff.

ESSENTIAL CRITERIA:

1. A minimum of 5 GCSE's at Grade C or above (or equivalent) to include English Language and Mathematics or NVQ Level 2 Administration.
2. 6 month's relevant experience in a film, arts or culture organisation, in an office environment.
3. IT Literacy and basic knowledge of computer packages including Microsoft Office. Familiarity with e-mail and ability to use multiple Social Media platforms.
4. Numeracy and literacy skills.
5. Knowledge of and enthusiasm for non-mainstream film.
6. Able to conduct first-contact communications in a professional and friendly manner.
7. Organised and efficient person with polite, friendly attitude.
8. Ability to work as part of a team.
9. May require unsociable hours (i.e. evenings and weekends).

DESIRABLE CRITERIA:

1. Moving Image Arts GCSE grade C or above.
2. Further qualification in Film or Media related subject.

3. 12 months' relevant experience in an audience development role.
4. Understanding of and knowledge of UK Film Industry and Audience development practices.
5. Ability to develop and deliver presentations to internal team.