**Job title:** Marketing Manager

**Location:** Remote, with travel to Shropshire required

**Contract:** 90 days at £200 per day. Contract ends in August 2025

**Deadline:** Monday 23rd September at 9am

**Interview Date:** Friday 27th September on Zoom

**Start date:** October 2024

We recognise the value of different perspectives, backgrounds and experiences in our organisation and believe this makes our work and working environment more inclusive and exciting. We guarantee an interview for anyone who fulfils the minimum criteria for this role and is from a background that is underrepresented in the culture sector (for example you are from a community that experiences racism, you had free school meals as a child, are a disabled person or face barriers due to mental health). If you would like this to be a consideration in your application, please indicate this.

**Background**

Film Hub Midlands is working with four independent cinemas in Shropshire for a pilot programme funded by the British Film Institute. The goal of this pilot is to boost public interest in local cinemas in areas where cultural activities are limited. This project aims to highlight the important cultural and community roles these cinemas play, making them more visible and accessible to the people in their communities.

The four cinemas Film Hub Midlands will work with are Ludlow Assembly Rooms, Wem Town Hall, Old Market Hall in Shrewsbury, and Wellington Orbit. The project runs to summer 2025.

**Purpose of Role**

We are looking for a Marketing Manager to support these cinemas in delivering tailored marketing campaigns designed to attract new, local audiences. You will help review their current marketing practices, identifying what’s working well and where there may be unexplored marketing opportunities. Day to day you will be offering advice and guidance to teams with varying marketing capacity and supporting where required with tasks such as website optimization, copywriting, content creation, advertising campaigns and email marketing.

**Key Responsibilities**

* Liaise with four cinema venue teams, providing advice and guidance on marketing best practices
* Help venues to explore appropriate marketing tactics and strategies
* Support with analysis and tracking of key metrics such as digital engagements
* Support venue teams with marketing tasks where required. This might include writing or editing copy, helping to set up social media ad campaigns, liaising with out-of-home advertising agencies, reviewing existing web and social media content etc.
* Liaise with a contracted PR agency to help share the stories of each cinema
* Source relevant training for venue staff

**Key Skills, Experience and Characteristics**

* Experience managing marketing campaigns
* Experience managing social media campaigns - paid and organic
* Experience writing copy for different audiences
* Ability to communicate and work well with a wide range of people and communities
* Ability to prioritise, balancing work between the four venues
* Attention to detail/proofreading
* An understanding of and commitment to diversity and inclusion

**Working Hours and Environment**

You will be largely remote working, with an option to work from the Flatpack office in Birmingham. Some travel to the four venues will be required throughout the duration of the contract.

As you will need to attend certain events, there will be evening and weekend work involved which will form part of your contracted hours.

**How to Apply**

Please send a completed application form and equal opportunity monitoring form to jobs@flatpackfestival.org.uk by Monday 23rd September at 9am.

You can also apply by sending a voice recording to jobs@flatpackfestival.org.uk, further information can be found in the application form.

More information about Film Hub Midlands and Flatpack can be found in [this additional information document](https://res.cloudinary.com/flatpack/raw/upload/v1724851667/Places_Fund_Additional_Information_hvsyb6.docx).

[Application Form](https://res.cloudinary.com/flatpack/raw/upload/v1724851962/Places_Fund_Marketing_Manager_Application_Form_yqhmm7.docx)

[Equal Opportunity Monitoring Form](https://forms.gle/RUxubrJnLuGAJyULA)

[Additional Information](https://res.cloudinary.com/flatpack/raw/upload/v1724851667/Places_Fund_Additional_Information_hvsyb6.docx)

**Interview Information**

There will be one interview lasting up to 45 minutes. This will be held over Zoom and questions will be shared in advance.

Please let us know if there are requirements or adjustments you would like us to take into consideration to make sure you have the best opportunity to demonstrate your ability to do this role.