

## Film Hub North Marketing and Communications Officer

### Job Description

**Salary:** £25,000

**Contracted Hours:** 37.5 hours (full time)

**Annual Leave:** 30 days (this includes bank holidays)

**Location:** Manchester, Newcastle or Sheffield with travel across the UK an essential requirement

**Employer:** HOME (Manchester), Tyneside Cinema (Newcastle) or Showroom Workstation (Sheffield) depending on the preferred location of the successful candidate

**Reports to:** Film Hub North Strategic Manager

**Responsible for:** You will have no formal line management responsibility. However, you will be expected to work in a structure that relies on collaboration, flexibility and the ability to operate as part of a team based in different geographical locations.

**Key Relationships:** Film Hub North team, Film Hub North Membership, FAN Talent Executives, FAN Managers, BFI, Into Film.

**Contract Terms:** Fixed term contract until 31st March 2022 (strictly subject to BFI funding)

### **Background: The British Film Institute (BFI)**

In [BFI 2022](#) the BFI set out a commitment to giving everyone, everywhere in the UK the opportunity to enjoy and learn from the richest and most diverse range of great British and international filmmaking, past, present and future. The [BFI Film Audience Network \(FAN\)](#) is central to this commitment and will be underpinned by the BFI's desire to boost diversity and inclusivity - to build a broad film culture across the UK which recognises and values the quality of difference and seeks to rebalance under-representation on screen, in the workforce and in audiences.

## **The Film Audience Network (FAN)**

BFI FAN is a unique collaboration made up of eight Hubs managed by leading film organisations and venues strategically placed around the country, FAN has been the backbone of the BFI's strategy to ensure the greatest choice of film is available for everyone.

## **Film Hub North (FHN)**

[FHN](#) is the largest of the 8 Film Hubs in the UK covering the Cheshire, County Durham, Cumbria, Greater Manchester, Lancashire, Merseyside, Northumberland, North Lincolnshire, Tyne & Wear and Yorkshire. The FHN Membership is made up of 260 organisations ranging from multi-screen arts centres to festivals and community cinemas.

FHN Vision: By 2022 the audiences for British and International film and the collective cinema experience in the North of England will have grown, be more diverse, younger and open to a wider range of specialised films that celebrate the cultural richness of the world. Film Hub North will have played a critical and catalytic role in making this happen and will be known for pioneering programming, audience engagement, putting our network at the front of technological and cultural change and engaging the world through film.

FHN is an innovative partnership between three of the main cultural independent cinemas in the UK- [HOME](#), [Showroom Workstation](#) and [Tyneside Cinema](#). FHN will celebrate and support the Northern film exhibition industry and ensure that the new boundaries and vast geographical area provides key opportunities for collaboration resulting in a future-facing sustainable sector.

## **Summary of The Role**

This role is essential to ensure FHN's reputation and reach are continually extended. We expect your communications activity to present a clear and compelling identity for the Hub and Hub membership.

You will support the development of and deliver a communications plan that focuses on dual B2B and B2C strategies for FHN. You will ensure FHN's values and beliefs are expounded throughout all FHN activity. You will be the brand champion for FHN ensuring adherence to Lottery and BFI crediting guidelines by the Hub and Hub membership.

You will work nationally with FAN colleagues to promote the network. You will extend the profile of the FHN brand on behalf of the membership raising awareness of FHN projects and opportunities. You will ensure all Hub communications are ethical, accessible and

comply with data protection requirements and best practice. FHN's programme of funds and opportunities will be publicised as widely as possible to ensure applicants are truly representative of the Hub region.

### Main Responsibilities

- Develop, deliver and evaluate marketing activity which promote the Hub to the sector and with the view to growing Hub Membership.
- Develop, deliver and evaluate marketing activity which supports the Hub members in reaching and growing audiences, and taking creative-risks.
- Responsibility for all FHN content including advice and toolkits, blogs, articles, social media, newsletters and Members' contributions.
- Development and maintenance of the FHN website and ecomms.
- Working with the FHN Relationships Officer to maintain and interrogate Hub membership engagement including database management and audience segmentation.
- Production of the FHN annual member survey, collation of results and making recommendations for how the results can inform future thinking.
- Responsible for monitoring and collating press coverage.
- Oversee all analytics relating to growth, reach and engagement both online and offline.
- Coordinate documentation of Hub activity.
- Ensure funding opportunities, member benefits and Hub events are publicised widely.
- Representing FHN externally including public speaking and attendance at events locally, nationally, internationally.
- In collaboration with the FHN wider team manage and deliver a calendar of events and meetings for engagement with the wider FHN Membership.
- Participate in BFI Film Audience Network working groups and network-wide activity as required.
- Supporting the development of the annual FHN/ Scotland joint conference [This Way Up](#).
- Other tasks as agreed with the Strategic Manager.

## **Person Specification**

### **Who we are looking for?**

You will be a consummate communicator, with a passion for how great marketing can super-charge an organisation. You will be excited by the opportunity to reach a range of audiences on behalf of the sector.

You will be a knowledgeable marketer, interested in bringing your skills and experience to the table. You will be creative, confident and capable of managing multiple projects at once. You will have a willingness and energy to be an active member of a dynamic team, reacting to change with positivity. You will enjoy keeping up to date with new and emerging marketing tools and technologies, keen to make suggestions to improve and streamline services.

There will be a requirement to travel regularly, both short and long distances in the UK as well as some evening and weekend work related to the delivery of particular projects.

### **The skills and experience we are looking for**

#### **Essential**

- At least 3 years' experience in a busy marketing role.
- A proven track record of delivering b2b and b2c marketing campaigns.
- A strong track record in devising, planning and delivering creative communication and marketing plans.
- A strong track record of measuring the efficacy of marketing campaigns.
- Proven high level communication and excellent interpersonal skills (written and verbal) with a strong attention to detail.
- Ability to write, edit and proofread copy for a range of audiences, across a range of platforms.
- Extensive experience across social media platforms and content management systems.
- The ability to work effectively with partner organisations and manage external agencies, suppliers, designers and photographers.
- Energetic, confident, creative and commercially astute with the ability to analyse situations and propose creative solutions, particularly in relation to communications and marketing.
- Highly motivated, with experience of taking own initiative and engaging people at all levels to deliver results.
- Proven ability to work independently and drive work forward, excellent organisation skills with the ability to prioritise effectively and manage multiple projects.

- Excellent IT and numeracy skills.
- Understanding of and commitment to equality and diversity best practice.
- To undertake all duties in compliance with company policy.

**Desirable**

- A good working knowledge of current practice in a cultural, or public funding environment with strong media relations experience.
- A strong interest in all forms of film exhibition.
- Proven campaign/project management and problem-solving skills with the ability to plan and implement high quality projects within budget and to deadline.