**Curzon Cinemas**

**Regional Marketing Internship | Curzon**

**Application Pack**



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**Role Title** – **Regional Marketing Internship|Curzon**

Curzon Cinemas are looking to recruit a paid intern to support the promotion and audience engagement of soon to be released film, [Apostasy](https://www.curzoncinemas.com/film-info/apostasy). Curzon are looking for an enthusiastic intern, with an interest in marketing and communications, to take part in their pilot internship project which focuses on the regional marketing of the Film and associated events at 3 venues;

* HOME Manchester (18 July)
* Showroom Sheffield (20 July)
* Tyneside Newcastle (23 July)

This role is an entry level internship role with [Curzon Cinemas](https://www.curzoncinemas.com/), the Intern will be employed and managed by Curzon Cinemas. However, the Internship position will be based at the offices of [HOME](http://www.homemcr.org) in Manchester. As this Intern will be based in Manchester it will be beneficial for the Intern to live locally, ideally within Greater Manchester.

**About Curzon**

[**Curzon**](https://www.curzoncinemas.com/)is a film company with over 80 years’ experience that has been built into a 21st century content-led business that provides unforgettable films in quality environments.   
  
With a growing catalogue of critically acclaimed & prize-winning films distributed via **Curzon Artificial Eye**, its chain of **Curzon Cinemas**, and seven million customers connected to its on-demand platform **Curzon Home Cinema**, it is expanding fast with a vision that is easily transportable and scalable outside the UK.  
  
In 2017 **Curzon** was the recipient of the BAFTA for Outstanding British Contribution to Cinema.

**About HOME**

HOME is Manchester’s arts and entertainment venue for people from all walks of life to enjoy local, national and international theatre, cinema and visual art all under one roof.

Formed by the merger of two of Manchester’s best-loved arts organisations, The Cornerhouse and the Library Theatre Company, HOME opened in May 2015. Our two theatre spaces are a platform for playful, daring, new and commissioned work. Our five screens light up with independent, challenging, provocative film. The gallery is home to the very best in contemporary art.

**This opportunity**

This is a great opportunity for someone age 18+ who is interested in exploring a creative career, with a particular interest in the marketing and promotion of film. This Internship is part of a pilot scheme by Curzon to promote new release films. This Internship role will give an insight into the work of Curzon Cinemas, specifically the promotion of their film titles and film events to audiences across specific regional areas.

This Intern position is a remotely managed role. The Intern will be employed and managed by Curzon Cinemas, with additional support from a HOME staff Mentor.

The Intern will receive a detailed brief to work from, and will have regular contact with their Manager and the wider Curzon team throughout the project period.

**CURZON CINEMAS – APOSTASY REGIONAL RELEASE**

**The Film**

Based on the real-life experiences of director Daniel Kokotajlo. A family is torn apart when a young woman becomes pregnant and is forced from their Jehovah’s Witness faith. Her sister and mother are encouraged to shun her, with elders of the religion displaying no sympathy for the challenges they face.

This is an entry level marketing role which will deliver a regional marketing plan focused on enhancing sales and audience engagement for Apostasy events at the following venues.

* HOME Manchester (18 July)
* Showroom Sheffield (20 July)
* Tyneside Newcastle (23 July)

We would be looking to promote both the film's opening and the special event taking place at each venue - an on-stage interview with director Daniel Kokotajlo.

More information about the Film can be found [here.](https://www.curzoncinemas.com/film-info/apostasy)

Information about the Apostasy event at HOME can be found [here.](https://homemcr.org/event/preview-apostasy-qa/)

**Ideal Intern**

Curzon are looking for someone aged 18+ who is looking for an internship in the film and creative industries. You will need to have an interest in film and culture and be keen to explore a career in the film and/or creative industries. You will also need to be interested in finding out more about Curzon Cinemas and their work.

You will have an interest in developing your skills in marketing roles and have an interest in Film. It will be great if you already have some understanding of working within or visiting a Cinema and/or arts centre or live event venue.

You will be keen and comfortable to meet and work with artists and with the public, and a range of Curzon and HOME staff.

You will need to be available to work within the timeframe set out in this document and must be available for the scheduled interview and start dates. Overall you will be a positive person, motivated and willing to get stuck in with duties as required.

**Application Procedure**

There are certain criteria you must meet in order to be eligible to apply for this Internship;

* At the time of applying you must be aged 18+
* Be available for the Interview date
* Be available for the start date
* Be available to work 5 days a week, 7 hours per day, across the Internship timeframe

This Internship role is a work based training position and is an entry level position with support from Curzon staff and supported mentorship guidance from HOME staff.

***Making an application:***

To apply please download and complete an Application and Monitoring Form available [**here**](https://homemcr.org/about/jobs/) and return a PDF copy via email to [ella.walker@homemcr.org](mailto:ella.walker@homemcr.org)

Deadline: **12 noon Weds 4 July**

Interview Date: **Fri 6 July**

Start Date: **Mon 9 July**

**Unfortunately, due to the nature of this project, Curzon are not able to be flexible with these dates.** Please only apply if you are available for the interview, start dates and dates of the internship contract.

For an informal chat about your application, please contact Ella Walker on 0161 212 3456 or email [ella.walker@homemcr.org](mailto:ella.walker@homemcr.org).

GMAC is an equal opportunities employer, that is actively seeking to employ people currently under-represented in the creative and cultural sector. This includes young people, ethnic minorities and people with disabilities.

Thank you for your interest in this post.

**Job Description** for **Regional Marketing Internship | Curzon**

**Purpose**

This short term Internship role aims to provide an introduction to the role of a marketing assistant and the duties which support the promotion of a Film. Working with Curzon you will support the delivery of a regional marketing plan.

You will be managed by the Curzon team, with mentorship support from a HOME staff. HOME will also provide space in the HOME office to work from, a computer/ laptop and practical support as required across the Internship.

Based in the HOME office, you will also come into contact with various HOME teams and will gain some experience of day to day life of a cross-art form venue.

**Responsible to:** Jon Rushton, Marketing & Distribution Consultant for Curzon Artificial Eye

#### Key Tasks/ Main Duties

* Build a database of organisational contacts to focus promotion across the three chosen cities
* Contact prominent local charities and organisations to support the reach of the film and develop a relationship to promote the film, and events, to their channels and databases
* Develop compelling email communications to support contacts to promote the film. Using resources supplied by Curzon, and offers such as ticket giveaway competitions and social media assets
* Secure promotion and build a discussion around the film with key influencers across social media.

Identify relevant people to approach, create communications to send to them in formats that are relevant for the contact, and follow up to develop relationships as appropriate.

* Support the distribution of flyers to suitable local cafes, bars and other organisations, as well as the within the three venues mentioned above, with the relevant required permissions.
* General promotion of the Film across relevant channels; such as social media, film groups and societies, student groups etc.

For all these tasks, there will be a clear brief from Curzon Artificial Eye and support from the HOME Manchester marketing team.

**TERMS AND CONDITIONS OF SERVICE**

**Curzon Regional Marketing Internship**

Curzon Cinemas will provide full details of all terms and conditions of employment, as part of the Internship Induction with the Intern Manager.

HOME will provide an Induction to the HOME office and the policies and procedures in place as an associate member of HOME staff – full details provided during the Induction.

An Internship role is designed to give an individual entry level experience in a role within a professional setting. Please see the Job Description for the details of this role, an intern will have some knowledge of the role they are applying for and will use the Internship to further develop their professional experience in this area/ role.

The following are the main terms of employment.

**Salary** £8.75 per hour

**Hours of Work** 7 hours per day, Monday – Friday

**Contract Period** Fixed Term Contract

Starting: Mon 9 July

Ending: Fri 3 Aug

*Internship schedule as follows;*

|  |  |
| --- | --- |
| Application deadline | Weds 4 July |
| Interviews | Fri 6 July |
| Start date + Induction | Mon 9 July |
| End date + review | Fri 3 Aug |

**Holidays** Holiday pay will be accumulated across the hours worked and included within the Internship wage

**INTERNSHIP PERSON SPECIFICATION**

**Curzon Regional Marketing Internship**

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| --- | --- | --- |
|  | **Essential** | **Desirable** |
| INTERESTS, DISPOSTION AND SPECIAL APTITUDES  SPECIALIST KNOWLEDGE  PRACTICAL SKILLS  PERSONAL CIRCUMSTANCES | Interest in the processes of marketing and audience engagement  Interest in developing further understanding of a range of marketing and audience engagement tools and methods  Friendly and open personality, able to communicate with a diverse range of people  Ability to work to detailed instruction and use own initiative  Good timekeeping and time management skills  Organised and motivated  Committed to the principles of equality and diversity  Some experience in a marketing or promotions role, paid or voluntary  Experience, paid or voluntary, in the use of social media channels and digital marketing  Proficient in Microsoft Office, particularly word and excel  Excellent communications skills, written & verbal  Use of emails and calendar systems  Ability to work flexible hours as required  Knowledge of Manchester and Greater Manchester | Interest in contemporary theatre, art and film  Ability to work under pressure and multi-task to tight deadlines in a busy office  Experience of working in a cultural or creative environment (voluntary or paid) and/ or a knowledge of the (Manchester) creative sector  Some understanding of Health and Safety policies and procedures  Data Protection knowledge  Living locally within Manchester or Greater Manchester |