



Job Description

Position: **Marketing and Programme Assistant**

Reports to: Head of Programme

Responsible for: Assisting with marketing and delivering the programme of events

Contract: 26.5 hours (0.7 FTE)

Salary: £ 21,000 pro rata (based on a FT contract of 37.5 hours per week)

Overall purpose of the job

To assist the Head of Programme with developing diverse audiences from across Somerset through vibrant marketing and the delivery of our film and events programme.

Your responsibilities will include:

1. As directed by the Head of Programme, creatively market Curzon Cinema and Arts' programme of films and events and other initiatives.
 - a. Creating weekly 'now showing' flyers
 - b. Writing and circulating the weekly newsletter
 - c. Engaging with our audiences via social media (Facebook, Twitter, Instagram, and potentially others in future)
 - d. Answering customer queries via social media
 - e. Drafting copy for OnScreen Magazine, periodic press releases, website and other media as necessary
 - f. Informing and updating relevant organisations eg. Discover Clevedon; Visit Bristol and others
 - g. Support the Head of Programme by using data analytics from our sales platform to market directly to existing customers
 - h. Updating the website periodically
 - i. Sourcing relevant marketing assets to assets
 - j. Ad-hoc campaign marketing as necessary
2. Support the delivery of the film and event programme
 - a. Putting films and events on sale through the website
 - b. Selecting BBFC appropriate trailers and updating playlists
 - c. Updating trailers in foyer and mini-cinema spaces
 - d. Supporting the Head of Programme with management of the diary
 - e. Supporting the delivery of live events

3. Other:

- a. To fully contribute as a member of the team at Curzon Cinema and Arts by participating in meetings and discussions and embodying our values: *Creative, Community Focussed, and Ethical and Sustainable.*
- b. To undertake any other duties as may be reasonably required by the Head of Programme or Chief Executive Officer

Essential Criteria

1. Creative flair and the ability to market our programmes in unique and memorable ways
2. Excellent written and verbal communication skills
3. A passion for film and the arts
4. Be organised and have exceptional time management
5. A natural team worker
6. A commitment to embody our values

Desirable Criteria

1. Experience working in a marketing or communications role
2. Experience of using graphic design packages