

Curzon Cinema + Arts

Recruitment pack:

Marketing & Visual Communications Officer

The Curzon logo, featuring the word 'Curzon' in a stylized, cursive font.

ABOUT US

WHO ARE WE?

The Curzon Cinema & Arts has long been established as both a cultural and heritage asset. Built in 1912, it is one of the longest running independent cinemas, housed in a purpose-built Grade II listed building which retains original features whilst utilising the latest cinema and events tech. Over recent years we have embarked on a journey of expanding our programme and in-house capabilities: cementing an ambition of being 'more than just a cinema' to become a progressive platform that enhances and empowers the arts in our region.



Screening of Salt, 2023, dir. by Mateusz Miszczyński

OUR AIMS + VALUES

Our ethics and values are at the core of what we do, from programming to how we welcome our audiences.

Fundamentally, we believe that engagement with the arts can create more cohesive communities, open minds, expand hearts and be a catalyst for effective change.

We therefore take our position in the local community seriously, understanding that our responsibility stretches from local commitments and collaborations through to the national and global impact that we can make collectively.

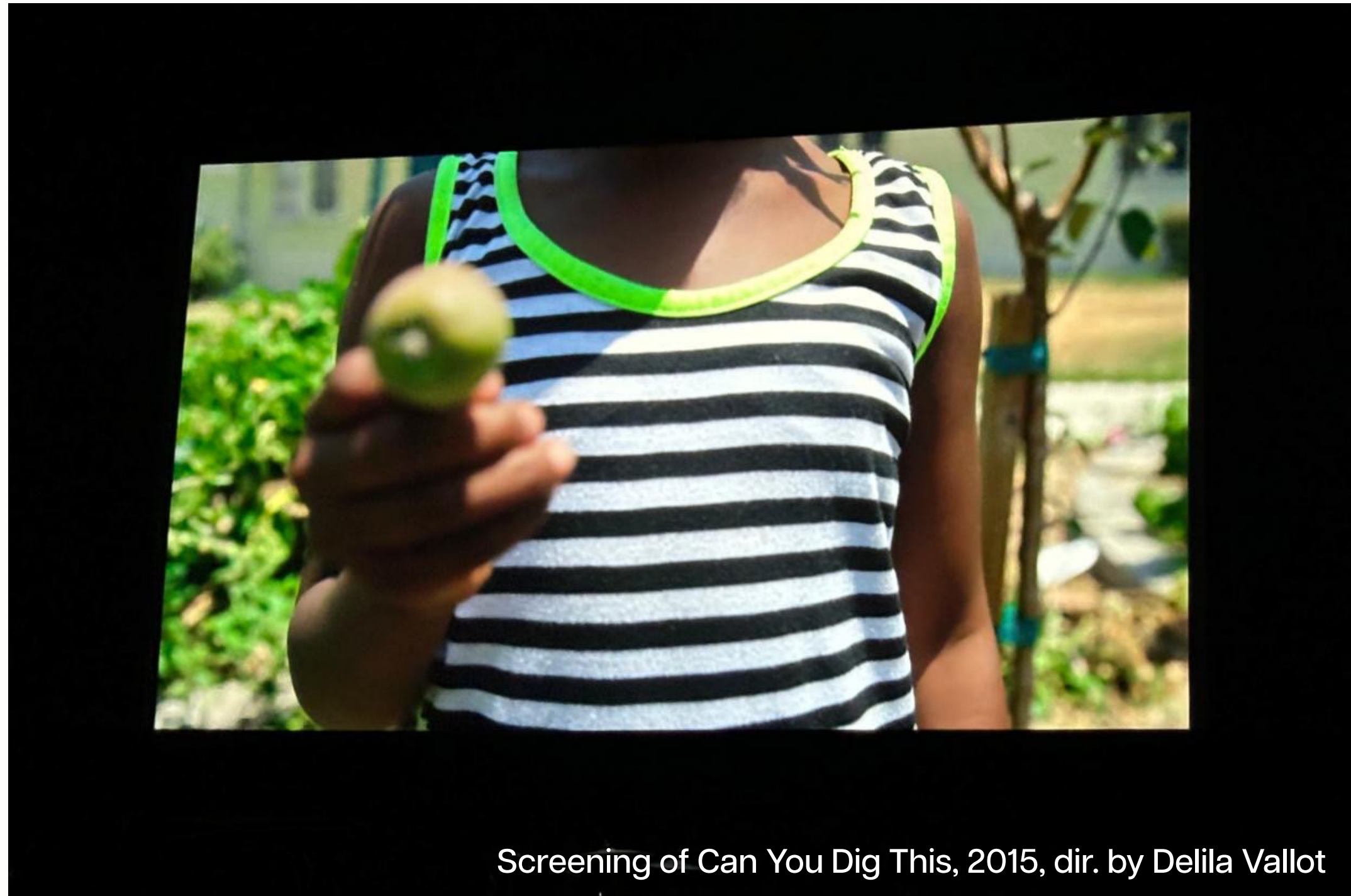
Our relationship with our audiences and the world around us is reciprocal and we believe that our legacy involves giving more than we take away, to both people and place, through what we do.



EQUITY, DIVERSITY & RACISM

We recognise that the demographics of North Somerset are rapidly diversifying, and we have a responsibility to welcome, platform, champion, listen to and involve, people of all races, religions, countries of origin, sexual orientation, genders, and physical and mental ability or disability.

We also understand the structural inequalities that are present in the film industry and have a responsibility to raise awareness of these issues and actively counter them by celebrating stories originating from lived experience, and art forms of all people globally and locally to uplift and centre marginalised voices.



Screening of Can You Dig This, 2015, dir. by Delila Vallot

ENVIRONMENTAL

We acknowledge the climate emergency and that all people and businesses have a responsibility to reduce their carbon emissions as a priority. We sign up to the Clevedon Town Council's target of achieving net zero by 2030 by continuing to assess and alter how we run our business whilst utilising our position as a creative and community space to bring our audiences on this journey with us through our programme.



Soil, 2024, dir. by Radford Nicholls, Somerset House

JOB DESCRIPTION: TERMS



Position: Marketing &
Visual Communications Officer
Reports to: Head of Programme
Contract: Full Time, 37.5 hours p/w
Salary: £26,200 p/a

Leave entitlement: 28 days
(inclusive of Bank Holidays)
Probation: 6 months
Location: Curzon Cinema & Arts Clevedon
(some remote work is possible by prior
agreement, but please be aware this is largely
a venue-based role)



ROLE PURPOSE

We are looking for someone with a passion for the arts, who is an excellent communicator with a natural eye for great design and ability to distil what we do into a captivating visual and written language. This role will assist the Head of Programme to develop diverse audiences from across Avon & Somerset via vibrant marketing of our film and events programme. It offers an opportunity to be part of a team that is striving to grow an engaged, thriving, and questioning audience of people. We want our communities to be more active in the arts and as such this role is suited to someone with a desire to work in a marketing position that expands communities, not just CVs.



KEY RESPONSIBILITIES

1. As directed by the Head of Programme, creatively market Curzon Cinema and Arts' programme of films and events and related initiatives.

1. Writing and circulating the weekly newsletter via Mailchimp
2. Creating targeted ads and campaigns as agreed, and daily posts/stories/reels
3. Creating fortnightly programme flyers
4. Engaging with our audiences via social media (Facebook, Instagram, and potentially others in future)
5. Supporting the Head of Programme and external designer in the delivery of our Seasonal programmes
6. Creating PR and graphics for external publications
7. Informing and updating relevant organisations
8. Supporting the Head of Programme to grow the use of data reporting via our CRM system
9. Contributing to the upload of new shows via our ticketing software and updating the website
11. Ad-hoc campaign marketing as necessary
12. Some out-of-hours work covering events will occasionally be required during evening or weekends (compensated via pre-agreement as time-off-in-lieu)
13. Keeping track of printed promotional material, liaising with printers, agents, distributors and other external partners where required
14. Answering customer queries via social media

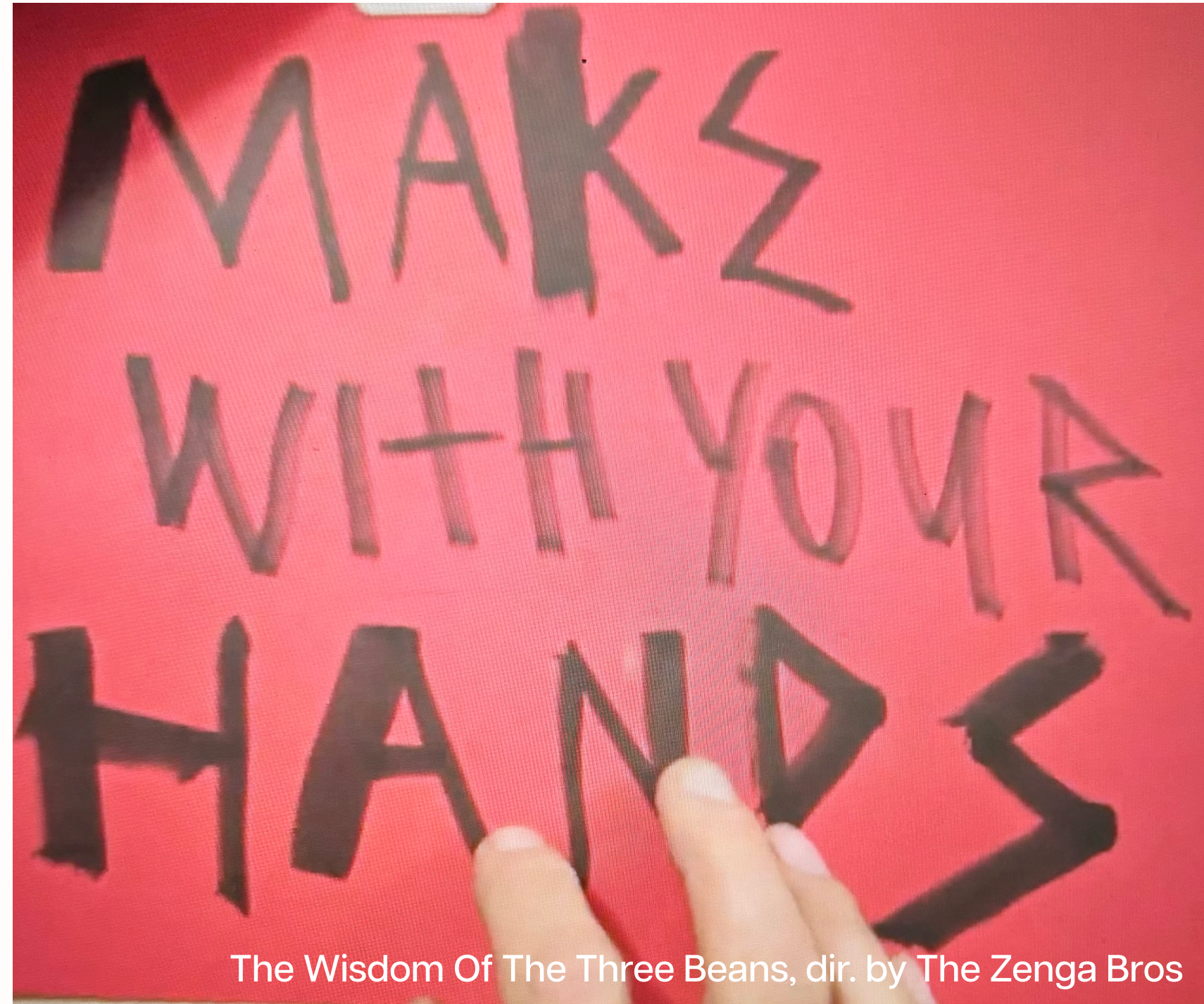
2. ADDITIONAL RESPONSIBILITIES:

1. 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.
2. To undertake any other duties as may be reasonably required by the Head of Programme or Chief Executive Officer

PERSON SPECIFICATION

ESSENTIAL CRITERIA

1. A commitment to embody and champion our values, both in how we work on an interpersonal level and what we do as an organisation
2. Creative flair and the ability to market our programme in unique and memorable ways
3. An understanding and feel for how to engage with a wide variety of demographics
4. Experience in Graphic Design and use of related software (we use Adobe Creative Cloud)
5. Excellent copy-writing and verbal communication skills
6. A passion for film, the arts and how they enrich communities
7. Be organised, motivated, and have exceptional & time management
8. A natural team worker able to adapt and troubleshoot in a busy environment as part of a small group of core staff



The Wisdom Of The Three Beans, dir. by The Zenga Bros

PERSON SPECIFICATION

DESIRABLE CRITERIA

1. Experience of working in a marketing or communications role
2. Experience of working in an arts venue setting
3. Experience of Box Office software and reporting/evaluation
4. Experience of Adobe Creative Cloud
5. Experience of video-editing (or a desire to learn/progress)
6. A degree in Graphic Design or equivalent



HOW TO APPLY & NEXT STEPS...

Before submitting an application form, we would advise applicants to familiarise themselves well on what the Curzon is doing currently. Watch our new [Season trailer](#) [here](#) to get a feel for how our ethics, values and style are represented on a visual, verbal, and programming level. Take a look at our recent Instagram posts to see how our graphics are evolving and make sure that the expectations of this role match your desired working style and background.

If this position feels like the right fit for you then fill in the accompanying form which includes a Personal Statement that outlines why you would suit this role and what excites you about it. Additionally, you may add one extra file or link – portfolio/piece to camera etc, but please note this is not a requisite to the application process. The Equality and Monitoring Form is not a requisite for this application, it will not form part of your assessment and is anonymous, it does however help us monitor whether we are reaching a wide demographic of applicants.

Applications close at midday on March 28th, we will let all applicants know whether they have an interview during the w/c March 31st and interviews will take place w/c April 7th.

