

Independent Cinema Office

The Independent Cinema Office (ICO) is the national organisation for the support and development of the independent cinema exhibition sector in the UK. It offers film programming services to cinemas, brings films into distribution and is the main provider of events, training and advice for the independent cinema sector. It works with the main funding bodies in film exhibition, is a company limited by guarantee and a registered charity.

Its film programming clients include cinemas as diverse as the Watershed in Bristol, the Broadway in Nottingham and Hebden Bridge Picture House. In 2018 it released the films *The Piano*, *Blood Simple* and *the Revolt*, *She Said* touring programme amongst other titles. It also delivers Screening Days, a national and regional showcase for cultural cinema for film societies, community cinemas and cinemas. It offers a portfolio of national and internationally renowned training programmes for exhibitors and distributors, and manages Film Hub South East which is part of the Film Audience Network (FAN) funded by the BFI.

This is a unique opportunity to join a vibrant, creative team working on a diverse range of projects and an excellent chance for someone seeking to develop their career in the independent cinema sector. We work with many different kinds of partners across the UK – cinemas, festivals, film societies; local authorities, and national bodies; distributors and education and training providers.

The ICO is a small arts organisation and the individual we are seeking must be proactive, able to use their own initiative to juggle a variety of tasks, take responsibility for their duties and prioritise their own time.

You will be enthusiastic about marketing the ICO and its activities, have an aptitude for creating engaging content for social media and managing multiple channels, be professional, creative and energetic. In addition, we need someone very organised with an exacting attention to detail, with great ideas, and who shares our passion for building audiences for cultural cinema.

In return, we can offer responsibility, opportunities for training and development and the chance to work with a friendly, creative team working at the forefront of independent cinema exhibition in the UK.

The ICO is currently based in central London near Oxford Circus and will be re-locating in March 2020 to London Bridge.

Job description

The ICO expects all staff to adhere to the organisation's key values and principles, which are: to demonstrate enthusiasm, flexibility and passion; a willingness to work hard; strive for excellence and take on responsibility; be enterprising and use initiative; and support diversity in all its forms.

Job Title:	Marketing Coordinator
Salary:	£22,660-£27,040 per annum (dependent on experience)
Reports to:	Marketing & Communications Manager
Working Hours:	Five days a week, 10am – 6pm with one hour lunch break, occasional evenings and weekends as required.
Holidays:	25 days per year of which a number of compulsory days must be taken during the office closure at Christmas
Contract:	Fixed-term, one year contract with possibility of extension
Probationary period:	Six months
Notice period:	Two months

Terms and conditions;

The above position is offered on a fixed-term contract subject to the completion of a satisfactory probation period. The above details and the job description for the position of Marketing Coordinator are a guide to the nature of the work required. They are not wholly comprehensive or restrictive and do not form part of the contract of employment.

Main objectives

Purpose of the post:

To assist with the marketing of ICO and its activities; be responsible for its social media presence and manage all accounts; work across all the ICO's digital channels including website and e-newsletters; work as part of the delivery team for ICO events including training programmes and Screening Days; to assist the Marketing & Communications Manager with press and communications for the organisation.

Main responsibilities

- Assist with the marketing and recruitment for all ICO activities, including training, events, distribution, consultancy and programming
- Assist with creating marketing materials for ICO activities including for training, events and distribution projects
- Design, create and produce event materials, evaluation forms, online resources and presentations as necessary
- Produce copy to promote ICO activities including film releases, training courses and events
- Maintain the ICO's social media platforms in line with the organisation's cultural and business priorities
- Create and update content on the ICO website and produce regular blogs and e-newsletters
- Monitor all media and PR across print, broadcast, online and social media for the ICO in line with the organisation's cultural and business priorities and maintain appropriate and consistent language and terminology

- Assist the Marketing & Communications Manager with the production and delivery of the annual report
- Assist with the smooth delivery of ICO events and training courses (which may require some weekend/evening work)
- Ensure timely and efficient distribution of publicity materials to cinemas for ICO distribution and touring projects and maintain an inventory
- Assist the Marketing & Communications Manager in delivering communications strategies for the ICO
- Assist the Marketing & Communications Manager in ensuring the ICO's visibility in both industry and public press
- Assist the Marketing & Communications Manager with maintaining evaluation systems and data analysis across the ICO's activities and collate statistics and help produce infographics as required
- Update and maintain the ICO's databases and mailing lists
- Maintain relationships with design and print suppliers. Take responsibility for designated tasks and use initiative and judgment to manage them appropriately and in a timely fashion as directed
- Work in a flexible manner and be willing to undertake other duties as reasonably requested including some travel, weekend and evening work as required
- Undertake any other duties as necessary

Person specification

Essential

- Minimum 1 year experience in a marketing or communications role
- Proven excellent copy-writing ability for a wide range of target audiences
- Proven excellent communication skills, both written and verbal
- Proven excellent knowledge of and aptitude for social media
- Excellent IT skills and computer literacy with knowledge of MS Word, Excel and Outlook
- Competent administration skills including forensic attention to detail and proof reading skills
- Developed organisational and planning skills
- Tact, sensitivity and diplomacy
- Ability to work with a range of organisations and develop good working relationships
- Ability to prioritise a workload from multiple sources and keep calm under pressure
- Be proactive and use own initiative to anticipate the needs of tasks
- Ability to work as part of a team
- A passion for world cinema
- A sense of humour

Desirable

- Knowledge and experience of Filemaker or other database software
- Knowledge and experience of Adobe Creative Suite
- Knowledge of exhibition and distribution sectors
- Experience of public speaking