

**BROADWAY  
DIRECTOR OF MARKETING & COMMUNICATIONS  
PERSON SPECIFICATION  
AUGUST 2017**

	Essential Criteria		Desirable Criteria	
Experience	Leading marketing and communications activity	A/I	Previous experience of working for a cinema/arts/cultural organisation	A/I
	Conception, production and delivery of an organisation wide marketing and communications strategy	A/I	Individual giving schemes, loyalty or membership schemes	A/I
	Managing budgets and delivering cost efficient marketing solutions	A/I	Targeted audience development	A
	Effectively communicating brand and brand values	A/I/T	Brand development	A
	Data-driven decision making and analytics to inform marketing strategy	A/I	Previous experience of marketing food and beverage operations	A/I
	Utilising a CRM system	A/I		
	Results based commercial marketing and communication strategies			
	Developing and maintaining effective strategic partnerships and relationships	A/I		
	Effective communication with internal and external customers, delivering compelling narrative	A/I		
	Leading, managing, developing and motivating a small staff team and implementing operational plans	A/I		
Knowledge	Relevant professional qualification and evidence of supporting the professional development of others	A	Some understanding of charity values, arts sector funding and business development	I
	Understanding of institutional marketing and communications	A/I	A broad understanding of film exhibition and strategic funding for UK independent cinema and the arts	A/I
	High level understanding of strategic marketing processes and techniques, current developments and trends	A/I	Awareness of the potential of partnerships and affinity marketing	A/I
	Up to date knowledge of digital platforms including web, social media, mobile optimisation, events and ticketing	A/I		

	Excellent project management skills with the ability to prioritise and oversee multiple projects	I	British Film Institute's Diversity Standards and the Arts Council of England Creative Case for Diversity	I
Skills & Attributes	Ability to inspire and motivate a small team	A/I	Keen interest and love of film/cinema	A/I
	Ability to establish and develop positive internal and external relationships	A/I	Not risk averse	I
	Excellent communication, presentation and interpersonal skills	A/I		
	Ability to spot a good press story, where and how to communicate it	A/I		
	Ability to collaborate with others to develop innovative and creative content	I		
	Genuine commitment to championing diversity, social inclusion and representation	I		
	Ability to communicate in clear, concise and persuasive language – written and verbal	A/I		
	Innovative, creative and future facing with an ability to think out of the box	I		
	Self-motivating, enthusiastic and proactive	A/I		
	Reliable, respectful & confident	I		

- A = to be demonstrated in the application form  
I = to be demonstrated at interview  
T = to be demonstrated by completing a measureable test