

Job Description

Job title:	Project Manager – Coventry Film Pilot
Reporting to:	Film Hub Midlands Management team – Eleanor Thornley (Broadway Nottingham) & Ian Francis (Flatpack Birmingham)
Location:	Coventry
Staff responsible for:	No direct reports
Functional responsibility:	Delivering a pilot project that will lay foundations for the film strategy for Coventry City of Culture 2021
Hours worked:	Freelance - approximately 80 Days
Salary Grade	£200 per day
Project timescale:	November 2019 - September 2020

About Coventry Film Pilot

In the run-up to Coventry's year as UK City of Culture in 2021, Film Hub Midlands are working with partners across the city to produce an exciting calendar of screenings and events designed to roadtest a range of spaces and develop new audiences for film. The main objectives of the project will be:

- to give people across Coventry the opportunity to enjoy a rich variety of film;
- to lay the foundations for an eye-catching and unique programme of film as part of the City of Culture celebrations;
- to ensure that the ingredients are in place for a thriving film scene beyond 2021.

Purpose of Role

We are looking for a dynamic project manager to plan and deliver this first phase of the project - developing local partnerships, helping to deliver pilot activity and laying the groundwork for a film strategy for 2021 and beyond.

About Film Hub Midlands

As set out in the five-year strategy BFI 2022, the BFI Film Audience Network (FAN) is a unique collaboration made up of eight Hubs managed by leading film organisations and venues strategically placed around the UK, and is the backbone of the BFI's strategy to ensure the greatest choice of film is available for everyone. Film Hub Midlands, managed and led by a strategic partnership between Broadway in Nottingham and Flatpack Projects in Birmingham, provides resources, training and funding for film exhibition – with an emphasis on growing new audiences for British independent and international film. Film Hub Midlands also delivers talent development activity for aspiring filmmakers, and works to raise awareness of film culture in the region.

About Coventry City of Culture Trust

Coventry City of Culture Trust was set up in 2015 to bid to be UK City of Culture in 2021. Coventry is a diverse, modern city which is re-imagining the role culture can play in bringing people together. By inspiring leading artists to work with the Trust, supporting a new generation of artists and makers, nurturing the creativity of young people, welcoming communities to collaborate, partnering with local schools and universities, supporting high profile tourism campaigns and removing barriers to attendance, the Trust, along with their city partners, encourage everyone to participate in the creative life of their city and region.

Key Responsibilities

- Working closely with the Film Hub Midlands team, build on the project proposal to develop and plan for the project
- Liaise with partners including the City of Culture team to ensure synchronicity of activity and to act as main point of contact for BFI in the city
- Deliver a programme that offers audiences across Coventry the opportunity to enjoy a rich variety of film screenings and events
- Lay the foundations for an eye-catching and unique programme of film as part of the City of Culture celebrations
- Establish an equipment and advice resource which will empower and support new and existing film exhibitors

- Target local press and relevant networks/tastemakers around the city to promote the activity
- Deliver the plan over the course of the project, reporting on progress in relation to KPIs, budgets and any other stipulated success indicators at regular project meetings
- Commission and produce marketing materials within budget and the scope of the project brand
- Monitor and evaluate the project outcomes, ensuring robust, comprehensive and meaningful feedback and data is gathered to inform and support findings
- Preparation of internal and external reports, to include written evaluation of activity, supported by relevant statistical and empirical data
- Travel and work during some evenings/weekends to attend meetings and cover events as necessary
- Understand the BFI Film Forever strategy and the FAN vision in order to communicate effectively with stakeholders
- To maintain confidentiality at all times particularly with respect to information that may be covered by the Data Protection Act
- To be aware of, and comply with, rules and legislation pertaining to Health and Safety at Work.

Person Specification

Essential:

- Comparable experience managing a project in film or relevant arts
- Experience of developing and delivering film screenings that increase regional awareness and engagement
- Experience of developing and delivering a marketing plan incorporating both online and offline communication channels
- An interest and preferably experience in film culture, the arts and the wider film and creative industries
- Experience with working on projects with multiple partners and stakeholders
- Ability to work collaboratively and as part of a team
- Dynamic, lateral and creative thinker
- Excellent communication and networking skills – ability to build rapport with a wide range of partners in person, in writing and by telephone
- Experience writing evaluation and statistical reports
- The post-holder must have a genuine enthusiasm for what we're trying to achieve, and a commitment to the BFI's objective of extending the breadth, depth and reach of film choice for audiences.

Desirable:

- A working knowledge of the film distribution and exhibition sector, and an understanding of the wider operating context. In particular, knowledge of the Midlands' regional sector would be advantageous.

Attributes

- Able to work effectively as part of a team
- A flexible and positive approach to work
- Self-confident, and comfortable with speaking to stakeholders and partners at all levels across a variety of organisations
- Self-motivated and able to work effectively under pressure
- A demonstrable commitment to diversity and inclusion.

Additional Information

The total number of days worked and their allocation across the period will be dictated by the needs of the project as it progresses;

- The post-holder will need to be able to work flexible hours, as occasional evening and weekend work is involved
- The post-holder will be based in Coventry
- Broadway is proud to be an equal opportunity employer, and is committed to supporting the BFI's Diversity Standards.

To apply send a CV containing relevant information and a covering letter that addresses the key deliverables of the role and shows how you fit the candidate profile to

e.thornley@broadway.org.uk

