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Role Description

Title:	Film Feels Marketing Coordinator
Reporting to:	Major Programmes Project Manager, Film Hub Manager
Relationships:	Hub Marketing team; Film Audience Network Hub Marketing & Comms staff; Organisations participating in the season
Location:	To work remotely
Staff responsible for:	No Direct reports
Functional responsibility:	To coordinate marketing of 2021 <i>Film Feels</i> UK-wide cinema season
Hours worked:	Negotiable 1-3 days per week up until end of September 2021. The days can be increased or decreased over the term to respond to workflow of busy points in the season.
Salary Grade	TBA
Start date:	Preferred start date: ASAP / w/c 14 June 2021

[About Film Hub Midlands](#)

Film Hub Midlands is a partnership between Broadway Cinema, Nottingham and Flatpack, Birmingham and is a driving force behind film culture in the Midlands. By providing funding and training, we aim to help more people in the region watch, make, and show films. We are part of the BFI Film Audience Network (FAN), which was set up in 2012, using funds from the National Lottery to support a stronger and more connected approach to growing audiences for British and international film on the big screen. Since 2018 Film Hub Midlands has led on BFI Major Programmes, delivering UK-wide film seasons and programmes.

[About BFI FAN](#)

The BFI Film Audience Network is a unique collaboration of eight Film Hubs managed by leading film organisations across the UK. The Film Audience Network is at the heart of the BFI's latest strategy [BFI2022](#) which seeks to ensure the greatest choice of film is available for everyone.

[About Broadway](#)

Broadway is the Hub Lead Organisation for Film Hub Midlands, part of the BFI Film Audience Network, and an Arts Council England National Portfolio Organisation, providing support for our



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Near Now studio for arts, design and innovation. With the only auditoria in the world designed by Sir Paul Smith and based in the heart of Nottingham's Creative Quarter, it is one of the leading independent cinemas and creative media centres in the UK. Attracting around 200,000 admissions each year to a diverse programme of independent British and international film, screen heritage, festivals and special events Broadway also offers a range of activities that support the development of talent, artistic and creative practice. It is home to a number of filmmakers, receiving international recognition for their work, who share their professional experience, training participants of Broadway's BFI Film Academy course for 16–19-year-olds.

Purpose of Role

To provide marketing services and coordination for the national *Film Feels 2021* season across the Film Audience Network (FAN). *Film Feels* is a flagship season for FAN, celebrating the independence and diversity of film culture in the UK. For this edition events will include both online and offline/in-venue programmes so your role will be to support new and emerging forms of engagement with audiences.

In order to support delivery, Film Hub Midlands offers a funding programme, and coordinates centralised web listings and access to an online platform to help make events more discoverable. We also manage the marketing campaign for the season, with a focus on attracting young and diverse audiences for cinema.

The role of the Film Feels Marketing Coordinator is to ensure delivery of the season's marketing, brand presence and required visibility across a range of activities including directly funded and applicable partners activity. The role will also encompass an element of general administration and communications with FAN member venues in order to fulfil our reporting and audit obligations to BFI.

Key Responsibilities

- Implement dissemination of marketing assets to venues, festivals and other participants in the season
- Creation of marketing assets where required using supplied components and brand guidelines
- Track Film Feels marketing campaign impact for reporting purposes
- Project tracking and compliance – following up awarded projects, ensuring adherence to marketing guidelines, maximising visibility of the programme and related logo credits
- Updating and maintaining UK-wide listings for the season's online listings
- Updating and maintaining Film Feels website and social media channels, including Film Feels Instagram, with awarded projects news and information.
- Collating and inputting evaluation data as informed by Major Programmes Manager



Success Indicators

- Campaign strategy for the season is implemented successfully
- Campaigns are delivered to an exceptionally high standard and achieve significant regional profile; regional PR opportunities are maximised
- Marketing & PR activity is delivered in line with the campaign plan, and all associated KPIs are met
- Venues and events delivered across the UK adhere to clear visual identity with appropriate branding and credits
- Good working relationships with venues taking part in the season; project partners feel supported and well-resourced
- Online programme is delivered with consistency of identity and quality materials
- Public audiences are aware of and engage with the campaign; audience targets are met

Person Specification

Essential:

- A minimum of two years' experience working in an arts or audience facing, film programming, campaign or marketing role
- Ability to work autonomously, against a delivery plan, on a range of tasks to 'live' deadlines
- Self-supporting administration skills
- Transparency and accountability - this role involves working with and supporting the dissemination of public funds and as such requires an approach that is open and auditable
- Digital asset manipulation and creation - familiarity with one or more of InDesign, photoshop, video editing or other design software
- Digital confidence - this role requires management of website CRM
- Enthusiasm for and experience of social media management
- Client service approach – supportive and friendly, able to deal with a range of people and experiences
- Experience of coordinating and delivering successful communications plans and campaigns that increase awareness and engagement across both online and offline channels
- Have excellent written communication skills, being able to adopt copywriting style to suit the intended platform and audience
- 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:

- Experience with working on projects with multiple partners and stakeholders
- A working knowledge of the film distribution and exhibition sector, and an understanding of the wider operating context. In particular, knowledge of BFI Blockbuster or BFI FAN National campaigns (such as New Releases) would be advantageous



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- A demonstrable interest, and preferably experience, in specialised film culture, the arts and the wider film and creative industries

Attributes

- Able to work effectively and collaboratively as part of a team
- A flexible and positive approach to work
- Self-confident, and comfortable with speaking to festival, venue programming and marketing staff across a variety of organisations
- Self-motivated and able to work effectively under pressure
- A demonstrable commitment to diversity and inclusion.

Additional Information

- The post-holder will need to be able to have some flexibility in days worked dependent on busy points in the season
- In line with IR35 (off-payroll) legislation, Broadway will require a Tax Status Determination Statement to verify that freelance working applies, and reserve the right to confirm status with HMRC
- We anticipate the post-holder will be based remotely at their own office or working space, with occasional supervision and access to resources at Broadway, Nottingham
- Broadway is proud to be an equal opportunities 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 and accountabilities of the role and shows how you fit the candidate profile (not more than 2 sides of A4) to Manon@filmhubmidlands.org before the application deadline.

We will retain your personal information for not more than six months, in line with GDPR legislation and Broadway's privacy policy.

Application deadline: Monday 21 June, noon.

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