



## Film Hub North Communications Officer

### Job Description

### Key information

Job title: Film Hub North Communications Officer

Salary: £26,000 per annum

Location: Manchester or Sheffield. The team are currently working remotely but desk space is available in our Manchester and Sheffield offices. Team meetings will take place at various locations across the North, so an ability to travel is required once restrictions are lifted.

Employer: HOME, Manchester.

Reports to: Film Hub North Strategic Manager

Responsible for: You will have no formal line management responsibility. However, you will be expected to work in a structure that relies on collaboration, flexibility and the ability to operate as part of a team based in different geographical locations.

Key relationships: Film Hub North team; HOME and Showroom Workstation colleagues; exhibitors and filmmakers in the North; UK-wide Film Hubs; the BFI.

Contract terms: Fixed term contract until 1st November 2022 (subject to annual funding).

Hours: 40 hours per week (includes flexible working some evenings and weekends).

Holidays: 25 per year plus bank holidays

Preferred start date: October 2021, negotiable.

Accessibility: HOME strives to be an equality of opportunity employer. Please contact us if you have access requirements in order to apply for this opportunity.

### About the role:

The Communications Officer is responsible for delivering all of Film Hub North's communications, developing the Hub brand and promoting the Hub's work to a variety of audiences in the film industry and beyond.

As Communications Officer, you will lead on promoting the Hub's core offer of funding, training and events for filmmakers and exhibitors in the North of England. You will be responsible for maintaining all communication channels, developing and delivering marketing campaigns, and identifying appropriate target audiences and partner organisations. Throughout this work, you will ensure that the Hub's messaging is clear, engaging and accessible.

You will champion and develop the Hub's identity as a force for positive change within the North's screen sectors. You will create editorial content showcasing the work of Hub-funded organisations and filmmakers, contribute to impact reports for a variety of stakeholders, and share news, opportunities and examples of best practice throughout the Hub's industry networks.

The Communications Officer is also responsible for overseeing marketing and crediting on Hub-funded projects, responding to press and partner enquiries, and contributing to nationwide projects delivered in collaboration with Film Hubs across the UK.

### About us

#### [Film Hub North](#)

Supported by National Lottery funding, the [BFI Film Audience Network](#) is a unique collaboration made up of eight Hubs managed by leading film organisations and venues strategically placed around the country. The Film Audience Network is the backbone of the BFI's strategy to ensure the greatest choice of film is available for everyone.

Film Hub North is the largest of the film Hubs, and covers Cheshire, County Durham, Cumbria, Greater Manchester, Lancashire, Merseyside, Northumberland, North Lincolnshire, Tyne & Wear and Yorkshire. The Hub manages a network of film exhibitors made up of over 260 organisations, ranging from multi-screen arts centres to festivals and community cinemas. Film Hub North provides funding, training and support to these organisations – with an emphasis on growing new audiences for British, international and independent film.

The Hub leads a nationwide Screen Heritage project on behalf of the Film Audience Network, which promotes access to the rich collections held by the UK's public film archives.

Film Hub North also delivers talent development activities to support local filmmakers at a grassroots level and nurture a new wave of creative talent in the North.

Film Hub North is an innovative partnership between two of the main cultural independent cinemas in the UK: HOME and Showroom Workstation. The Hub team are based across the North in Manchester, Sheffield and Newcastle.

## [HOME](#)

HOME first opened its doors in May 2015: a new, £25m multi-artform venue for Manchester operated by Greater Manchester Arts Centre (GMAC). HOME became one of the few UK organisations to produce new work across theatre, visual art and cinema. HOME's engagement team has worked with over 55,000 participants, and they have set up a dedicated Talent Development team to support and build the creative potential of artists in the region.

## [Showroom Workstation](#)

The Showroom is Sheffield's only independently programmed cinema, complete with a fully licensed café bar. It is paired with the Workstation, which is the longest-running creative business centre in the city and home to a thriving community of over 60 cultural, creative and digital companies. All housed in an iconic 1930s' Art Deco building.

## About the role

### Main responsibilities

- Managing all Hub communications and marketing channels, including website, email, social media, content and industry relations.
- Promoting the Hub's core offer of funding, training and events for filmmakers and exhibitors in the North of England.
- Developing and delivering marketing campaigns which drive engagement with the Hub's funding schemes and opportunities.
- Creating editorial content that showcases the work of Hub-funded organisations and filmmakers.

- Using data to monitor and document Hub-funded activity contributing to impact reports for a variety of stakeholders.
- Developing the Hub brand, maintaining tone of voice and championing our vision for film culture in the North of England.
- Reviewing marketing materials on Hub-funded projects, providing feedback and ensuring crediting requirements are met.
- Working with industry partners and contributing to nationwide projects, such as This Way Up conference, national film seasons and sector support initiatives.
- Supporting Hub colleagues to deliver and document events and opportunities for filmmakers and exhibitors in the region.
- Representing Film Hub North and the region's film sector at a variety of events.
- Tracking developments within the UK film sector and communicating these throughout the Hub's industry networks.
- Managing industry, public and press enquiries, and monitoring and collating press coverage.
- Championing the BFI's current strategy, [BFI2022](#).
- Other tasks as agreed with the Strategic Manager.

### Person specification

#### Who are we looking for?

First and foremost, you will be a skilled communicator with experience of working across a variety of contexts and platforms. You will have excellent writing skills, experience of writing for a range of audiences and the ability to convert complex policy objectives into understandable, engaging copy. You will also be a confident collaborator and able to work proactively with various stakeholders.

The Communications Officer is the Hub's sole marketing and communications specialist. You should therefore be skilled across the suite of marketing channels and have the confidence to lead on communications strategies.

You will work across the Hub's talent development, audience development and screen heritage activities. Excellent organisational skills are required, as is the ability to balance competing workloads and meet multiple deadlines. Throughout this work, you should be able to maintain a high level of quality control and attention to detail.

Taking the lead on the Hub's brand identity and marketing content, you will be creative and an accomplished storyteller with a passion for showcasing film culture in the North of England. You should be able to deliver creative content both to a brief and to originate ideas and new ways of working.

### Essential skills and experience

- Experience working in a busy marketing/communications role.
- Experience of managing key digital marketing channels, including website CMS, email marketing platforms and social media.
- Experience of developing, delivering and evaluating marketing campaigns.
- Excellent writing skills, experience of creating editorial content and the ability to engage a variety of audiences through tailored copy.
- The ability to analyse qualitative and quantitative data, and to contribute to project evaluation documents.
- Experience of reviewing marketing materials, and knowledge of digital and physical content production processes.
- Strong collaboration skills and the ability to manage partner, contractor and stakeholder relationships.
- The ability to manage own workload, balance competing deadlines and maintain excellent attention to detail.
- A good understanding of brand identity, a creative mindset and an eye for design.
- Excellent IT and numeracy skills.
- A passion for and knowledge of independent film.
- An understanding of and commitment to equality and diversity best practice.

- Knowledge of data protection best practice.

#### Desirable skills and experience

- Experience of marketing/communications in a film or cultural setting.
- Experience of business to business marketing.
- Experience of event development and delivery.
- Proficient in creative software, preferably Adobe Illustrator, InDesign and Photoshop.
- Digital photography skills.
- Knowledge of talent and/or audience development for independent film.
- Experience of press management.

#### Applying

##### How to apply

Please complete the HOME Application Form, telling us how you meet the Person Specification for this role.

Application Forms should be returned with a completed Equal Opportunities Questionnaire by email to [info@filmhubnorth.org.uk](mailto:info@filmhubnorth.org.uk).

Closing date: 20th September

Interviews: 28th September. Interviews will take place via Zoom.

You also have the option to submit a short video (up to 5-min) instead of a written response to application question 7 – this is where you outline how you are suited to the role. Please make sure you cover how you meet the person specification in the video.

If you have access needs and require additional support in order to apply, please get in touch by emailing [info@filmhubnorth.org.uk](mailto:info@filmhubnorth.org.uk).

If you would like to discuss this role in advance of applying, please contact [info@filmhubnorth.org.uk](mailto:info@filmhubnorth.org.uk).

