

Job Description

Job Title: Film Hub North Marketing and Communications Lead

Location: The role is based in the Greater Manchester area. Hybrid-remote working with office space available in Manchester, Newcastle and Sheffield. The Marketing and Communications Lead role will include a set amount of days worked in the Manchester office monthly. Travel across the North is an essential requirement.

Contract Type: Fixed term contract until 31 March 2026

Start Date: As soon as possible subject to recruitment check

Salary: £30,000 per annum

Hours: 40 hours per week inclusive of meal breaks

Annual Leave: 30 days (this includes bank holidays)

Employer: HOME (Manchester) - Please note HOME terms and conditions of employment apply

Reports to: Head of Film Hub North

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, Film Hub North Membership, Network Talent Executives, FAN Managers, BFI, Consultants and other relevant film industry partners

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.

HOME is an inclusive employer, and we are committed to championing anti-racism, equality and diversity through the way we work, and the work we make and present.

We want our workforce to reflect the diverse communities of Greater Manchester and we welcome candidates from all backgrounds. We actively encourage and support applications from groups who are currently underrepresented across the arts sector, including members of the Global Majority, d/Deaf and disabled applicants and individuals from lower socio-economic backgrounds. HOME is a Disability Confident Employer, and a Supporter of the Greater Manchester Good Employment Charter.

About Film Hub North

[Film Hub North](#) (FHN) supports film culture in the North of England through a combination of funding, training, advocacy and community-building. We help film exhibition organisations and filmmakers at a grassroots level, supporting them to grow audiences, screen great films and create exciting new work. Together, we're expanding audience choice, improving access to cinema and nurturing a new wave of creative talent.

FHN is part of the British Film Institute's (BFI) Film Audience Network (FAN) and forms a central component of the new Screen33 strategy. With 8 Hubs across the Nations and Regions FAN aims to build a broad film culture across the UK which recognises and values the quality of difference and seeks to rebalance under-representation on screen, in the workforce and in audiences.

FHN has established itself as a vital resource for the film industry in the North of England. Granting funds from The National Lottery via BFI, FHN has invested significantly in both the exhibition and production sectors, leading to hundreds of thousands of cinema admissions, dozens of new projects from Northern filmmakers and a more skilled, more connected industry in the region.

We're led by two of the North's main independent cinemas: HOME, Manchester and Showroom, Sheffield. From our offices there, and in Newcastle, we work across Cheshire, County Durham, Cumbria, Greater Manchester, Lancashire, Merseyside, Northumberland, North and North East Lincolnshire, Tyne and Wear, and Yorkshire.

About HOME

[HOME](#) first opened its doors in May 2015 becoming one of the few UK organisations to produce new work across theatre, visual art and cinema with 5 screens championing the best of independent cinema. With a dedicated Creative Development and Artist Development Teams HOME supports and builds the creative potential of artists in the region. of Manchester and the world.



About 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. Showroom leads on BFI Academy programmes supporting emerging filmmaking talent.

About the role

The Film Hub North Marketing and Communications Lead 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.

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.

You will ensure that the Hub's identity and messaging is compelling, clear, engaging and accessible across all activity areas. You will ensure all Hub communications are ethical, accessible and comply with data protection requirements and best practice.

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 Film Hub North Marketing and Communications will also be responsible for overseeing marketing and ensuring adherence to crediting guidelines by the Hub and Hub membership, responding to press and partner enquiries, and contributing to nationwide projects delivered in collaboration with Film Hubs across the UK.

Main Areas of Responsibility

- Develop, deliver, and evaluate marketing activity which promote the Hub to the sector and with the view to growing Hub Membership and talent engagement across FAN, FHN BFI Network and Film Academy
- Ensuring FHN communication and marketing strategy has equality, diversity, and inclusion at its core, making our channels and platforms accessible, inclusive and open to all, and working to actively engage with a diverse range of organisations, talents and individuals.
- Develop, deliver, and evaluate marketing activity which supports the Hub members in reaching and growing audiences, and taking creative risks.
- Responsibility for all FHN content including advice and toolkits, blogs, articles, social media, case studies, newsletters, and Members' contributions.
- Development and maintenance of the FHN website and e-comms.
- Working with the FHN Partnerships Manager to maintain and interrogate Hub membership engagement including database management and audience segmentation.
- Working with the BFI Network Talent Executives and Events and Outreach Officer to maintain and develop regional talent engagement with Network opportunities, working towards reaching and engaging with a diverse pool of talent across the North.

- Working with the Film Hub Talent Producer to build engagement around FHN new initiative BFI Film Academy, working towards reaching and engaging a diverse pool of young people aged 16-25 across the North.
- Production of the FHN annual member survey, collation of results and making recommendations for how the results can inform future thinking.
- Responsible for monitoring and collating press coverage.
- Oversee all analytics relating to growth, reach and engagement both online and offline.
- Coordinate documentation of Hub activity
- Ensure Hub funding and training opportunities, member benefits, events and success stories across FAN/Network and Film Academy are publicised widely.
- Representing FHN externally including public speaking and attendance at events locally, nationally, internationally.
- In collaboration with the FHN wider team manage and deliver a calendar of events and meetings for engagement with the wider FHN Membership.
- Participate in BFI Film Audience Network working groups and network-wide activity as required.
- Other tasks as agreed with the Head of Film Hub North.

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 Lead 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 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 (Microsoft, Google Suite) and numeracy skills.
- A passion for and knowledge of independent film.
- An understanding of and commitment to equality, diversity and inclusion best practice.
- Knowledge of data protection best practice.

Desirable 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.

Commitment

- A commitment to continuing professional development
- Willingness to travel in the North and around the UK as required including some outside of regular hours
- Understanding of and proven commitment to equal opportunities, diversity and social inclusion

Our commitment to you

- A supportive environment prioritising staff welfare and professional development
- Bring part of an ambitious and engaged team excited by supporting the North's film sector

Staff benefits include:

- Free cinema tickets
- Discounted theatre tickets
- Cycle to work scheme
- Discount in the HOME and Showroom shop and restaurant

How to apply

- Please email an up-to-date CV with supporting statement providing examples of how you meet the listed essential criteria for the role. Your supporting statement should be no more than 2 A4 pages. You also have the option to submit your supporting statement as a video (no longer than 10 minutes in total).

- If you have access needs and require additional support in order to apply, please get in touch with recruitment@homemcr.org

- Email your CV and supporting statement or video response by email to recruitment@homemcr.org

- Please make sure to complete the [Equal Opportunities Questionnaire](#)

Closing date: Friday 19 April 2024, 10 AM.

Interviews: w/c 22 April 2024

Interviews will take place online or in person. Candidates invited to interview will be sent a list of questions in advance.

If you would like to discuss this role in advance of applying, please contact info@filmhubnorth.org.uk