

Job Description: Marketing Manager

Responsible to: Chief Executive Officer

Terms: £28k pro rata 3 days per week (initially on a 12-month contract)

Job Purpose:

Part of NFM's management team, this role is to lead all marketing and communication and social media activity which delivers a bespoke talent and business development events programme for emerging and established film and television professionals.

Key Tasks:

- To lead on new Audience Development ensuring the promotion of all NFM's activities and projects particularly targeting Tees Valley SME's which match industry growth opportunities and skills gaps. This includes managing the Audience Development plan ensuring it champions equality and diversity and horizon scanning for new promotional partnerships.
- To manage the use and promotion of the Northern Film + Media brand and its Tees Valley Screen ERDF funded project, NFM Crew Academy and North East Comedy Hothouse. This includes the use and promotion of ERDF and all other funder logos' in all promotional materials.
- To oversee all marketing content, ensuring organisational standards are set and maintained with language and tone accessible, inclusive and consistent with NFM's equality, diversity and inclusivity policy.
- To develop multi-platform campaigns promoting the organisation, its projects and programme of activities. This includes managing the development and delivery of the organisations marketing calendar.
- To manage the content of all NFM's, Tees Valley Screen and projects websites and social media activity. This includes identifying key messages and scheduling and implementing digital marketing campaigns via Social Media, E-bulletins, news stories and blogs.

- To manage and develop NFM's media and partner contacts database (involving use of the CRM and other content management systems) and manage and develop the organisations image library.
- To manage and develop NFM's Tees Valley Screen and projects mailing data base lists.
- To support and work with the Tees Valley monitoring and evaluation team to report on marketing and comms data and google analytics to produce funder and management reports on activities. To gather, evaluate and disseminate appropriate information in accordance with funder's requirements of projects, this includes ERDF, Arts Council England and other funders.
- Represent the organisation at local, regional, and national events and industry partnership initiatives and events.
- Any other responsibility/task that the C.E.O may consider appropriate to the role, including but not limited to general administrative duties, as directed.

Additional Responsibilities

- Help to maintain delivery partnerships at a regional, national, and international level.
- Corporate responsibilities include working with line manager to organise work schedule and creating and maintaining professional relationships with other members of staff.
- Demonstrate a personal commitment to Northern Film and Media's Diversity, Equality, and Inclusion responsibilities, which include a positive and proactive approach to equality of opportunity in all aspects of the organisation's operations, particularly in relation to people from under-represented groups.
- Promote, develop, and implement organisational activities which support and enhance environmental sustainability and Northern Film and Media's Health and Safety at Work policies and other statutory requirements.
- The post holder must also be willing/able to work outside of office hours when required.

This job description outlines the key tasks currently required of this post. These tasks may vary from time to time to meet changing circumstance and are the subject of review.

This post is part-funded by ERDF (0.4 FTE at 2 days a week) and the post-holder will spend this time on the Tees Valley Creative Industries Project through to December 2022. As such the post holder must ensure that the conditions of NFM's ERDF project are adhered to across all activities for this element of the role.

PERSON SPECIFICATION

1. Experience

- Managing marketing and comms campaigns ideally linked to developing the skills and experience of creative talent.
- Managing complex schedules and working within budgets.
- Communications and website administration (CMS, wordpress, Eventbrite, Survey Monkey and social media) and experience of working with a CRM.
- Copy-writing and editorial experience is desirable.
- Successful partnership work.
- Working on project administration and monitoring.
- An awareness of ERDF administration requirements would be helpful but not essential.
- Working in or with events in the media/arts sector would be desirable.
- Knowledge of the film and television industry would be an advantage.

2. Skills

- Strong and proven task management and co-ordination skills.
- Accuracy and attention to detail in editing and copywriting.
- Strong interpersonal skills.
- Competent IT skills, use of adobe.
- Time management and organisational skills.
- Demonstrable verbal and written communication skills.

3. Behaviour and Attitude

- Proven ability to work under pressure, to deadlines.
- Highly self-motivated.
- Flexibility with regards to working hours and methods.
- An ability to work well within a team.