**JOB ROLE: Digital Marketing Manager**

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| **Responsibilities** | **Social media, multimedia and online marketing** |
| **Rate of Pay** | **£11.50 per hour, Freelance** |
| **Hours** | **8 hours per week** |
| **Reporting to** | **Marketing Director** |

**Vision**

The Electric Palace aims to be a thriving cinema and café bar in the heart of the old town, renowned for our exciting schedule of films, music and live events.

**Core values**

Inclusive, Accurate, Creative, Independent, Friendly, Professional.

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| **OVERVIEW OF THE ROLE**  **1.SOCIAL MEDIA MANAGEMENT: Managing and monitoring the output and communication tactics across our social media channels, including paid advertising, and working with the Marketing Director on a strategy to coordinate further outreach activity on the channels.**  2. **WEBSITE EDITING: Uploading listings copy and assets, news copywriting and editing, and quality control, liaising with marketing and programming directors on detail. Includes working with multimedia assets.** **3. ENEWSLETTER: Write and send the Electric Palace enewsletter and contribute to its development as part of our refreshed cinema Marketing Strategy. Includes analysis of enewsletter performance along with developing audience segmentation strategy across Mailchimp.** **4. EXTERNAL DIGITAL CHANNELS: Coordinate outreach and upload of cinema listings to external sites with Marketing volunteers.**  **5. MEASUREMENT AND ANALYTICS: Monitoring digital performance using channels including Google Analytics.**  **6. PRINTED MATERIALS: Liaising with Director of Marketing about the cinema’s printed output with occasional print editing.** **Depending on the applicant’s background experience, this role may involve print production elements including use of InDesign.**  **7. TIME MANAGEMENT: The role is freelance and requires flexibility in days and times the weekly hours are worked, due to the busy and varied activities of the cinema.** |

**Marketing and communication**

Reporting to the Marketing Director, you will manage the Electric Palace’s social media activities and external online presence. You will be responsible for devising and implementing comprehensive marketing strategies to create awareness of the cinema’s business activities, and provide guidance and feedback to marketing team volunteers.

You will bring a high level of marketing expertise and experience to the role, maintaining accuracy across our channels, and be responsible for creating and developing our regular cinema newsletter, uploading our listings and events to the cinema’s website and taking an holistic view of our marketing tactics overall to make changes where necessary.

As part of our small, dedicated team, you will work closely with the Marketing Director and management team, to ensure we thrive as the leading independent cinema in the area. Opportunities for training and development via BFI-supported schemes.

**Requirements and skills**

● Excellent communication and interpersonal skills

● Social media management experience

● Experience of using digital content management systems and multimedia formats

● Website editing experience

● Demonstrate excellent attention to detail

● Knowledge and experience of using online design tools eg Canva/Visme/Creative Cloud Express

● Have knowledge of and interest in current and online marketing techniques and best practices

● Awareness of GDPR best practices

● Be able to manage one’s time productively and coordinate the work of a small team

● Digital accessibility awareness and experience desirable

● Experience of paid digital advertising approaches and evaluation

● Knowledge of web analytics desirable

● Print editing experience desirable

● Professional marketing or communication qualifications desirable

### **Breakdown of Marketing Manager duties (8 hours a week)**

● Manage the cinema’s social media channels

● Oversee and sign off weekly newsletter content and send

● Update website with programme listings and events

● Use strong editorial judgment and expertise

● Produce ideas for promotional events or activities and organise them efficiently

● Work with Marketing Director and Creative Director to ensure accuracy and fact-checking for listings

● Monitor newsletter sign ups and performance (open rates/ CTR, subject line preferences, spikes, promo etc)

● Adhere to GDPR best practices

● Flex strong editorial experience across digital, multimedia and printed content

● Maintain regular comms and 121s with Marketing Director

● Provide guidance and feedback to marketing volunteers

● Display excellent communication skills both in person and online

● Ensure compliance with requirements for funding awards related to marketing activities

● Evaluate events and collate testimonials to use within marketing strategies

● Work on a freelance basis with flexibility around spread of hours across the week

● Attend and contribute to regular team meetings and occasional external events