

Catford Mews –Marketing and Programme Manager

Reporting to: Operations Director (Really Local Group)

Salary: Dependant on experience

Holiday: 20 days holiday plus bank holidays

Working hours: 37.5 hours per week

Working days: Monday to Friday although some weekend work will be required

Benefits: Cinema membership and discounts.

About us:

Catford Mews is a brand-new venue that will embrace Catford's rich and vibrant culture. We're transforming a 23,000 square foot Poundland into a 3-screen cinema, live performance space, food market with local vendors, recording studios, coffee shop, bar and community spaces.

Catford Mews aims to support local businesses and develop a creative community who will be able to work, create and perform all under one roof and reach out to the community through affordable performance and learning. We will be front and centre of the exciting regeneration of Catford.

Through the Really Local Fund C.I.C. social impact is at the heart of what we do. We are committed to contributing a share of profits back into the communities which we serve by empowering local entrepreneurs, subsidising space for the community and focussing on education and training for young people.

The Really Local Group has ambitious plans to expand to five new sites over the next four years and we are looking for people who can join us on this journey.

We are currently building a team of talented and ambitious people to help deliver a vibrant and successful community venue at Catford Mews. This is a unique opportunity to help shape our venue and be founder member of the Catford Mews team. If you think you are the right person to help us, we'd love to hear from you.

About the job:

As Marketing and Programme Manager at Catford Mews you will be responsible for developing and implementing an exciting and holistic marketing strategy for Catford Mews that engages and retains audiences. In conjunction with our partners at the ICO you will facilitate the programming of our cinema screens and you will develop a programme of live entertainment and events to ensure the widest possible community engagement.

Outreach and audience development are key to this role and you will be expected to meet ambitious targets for attendance and audience retention once our venue is up and running. You will work closely with the Venue Manager and their team to ensure excellence through every step of our audience's journey from website booking through to their venue experience.

Catford Mews will be the only multi-screen cinema in the Borough of Lewisham and as a venue we aim to combine popular blockbuster entertainment with a programme of one-off events and curated "seasons". You will develop an attractive programme of film and live events (including music and comedy) that appeals across the local community.

Excellent written and verbal communication skills will be required as you head up our community engagement, working with local arts organisations, schools and Lewisham Council to ensure our venue becomes a focal point for community engagement. You will oversee in-house events, adhere to budgets and ensure a positive working relationship with our neighbours and partners.

Our chosen candidate will have a keen eye for detail and be proactive in seeking out new relationships to make Catford Mews a thriving and exciting cultural destination for the whole community.

Key Responsibilities & Duties:

- Developing and executing the digital and marketing strategy
- Planning, coordinating and promoting cinema, live event and community programming across the venue
- Managing and monitoring expenditure and resources for marketing and communication activities
- Developing strong relationships with community partners, arts organisations and the local council
- Developing cross-promotional activities with our in-house tenants (food vendors, music producers, artists etc.)
- Maintaining and updating the film scheduling software, website, social media and mailing lists on a regular basis
- Managing external agencies and freelancers where required including designers, web developers, printers etc.
- Producing box office data, monitoring ticketing and producing reports for management
- Managing press and securing PR opportunities for Catford Mews and the wider group
- Supporting the PR, marketing and digital functions of Really Local Group as we expand to new sites
- Undertake other duties as necessary

Skills & experience:

Essential

- 3+ years' marketing experience in the arts or cultural sector
- 2+ years' experience in programming and execution of live events (E.g. comedy, music, corporate, community or film)
- Proven experience of developing and implementing digital / online marketing strategy
- Proven excellent knowledge of social media
- Proven excellent copy-writing ability for a wide range of target audiences
- Proven administrative skills including knowledge of Word and budgeting using Excel
- Excellent verbal and written communication skills

- Experience of proactively developing new business and community partnerships

Desired

- Knowledge of film exhibition and distribution sectors
- Knowledge and experience of Adobe Creative Suite
- Experience of creating a business development strategy
- Experience of working in a new and expanding company

Application:

Please complete the **application form** (you may also attach a CV if you wish) and send to careers@reallylocalgroup.co.uk with the subject line: **Catford Mews Marketing and Programme Manager**

We are an equal opportunities employer and positively encourage applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

Deadline for applications is Friday 29th March 2019