



MARKETING MANAGER (Maternity Cover)

Start Date: 7th May 2018

Saffron Screen is seeking to appoint a Marketing Manager (Maternity Cover) from 7th May 2018. To apply, please email a current CV and covering letter, stating why you wish to apply for this role, to jobs@saffronscreen.com

Main purpose of role:

The Marketing Manager is responsible for the marketing of Saffron Screen to current and potential audiences, all press and PR about Saffron Screen and its work, audience research and development and developing corporate contacts to advertise or sponsor our work. This is a busy role, working part-time from home or our office in Fairycroft House. 21 hours per week.

Key tasks

Strategic & Tactical Marketing

- Deliver all tactical marketing activity within the agreed budget and timescale.
- Market Saffron Screen to current and potential audiences using appropriate media, including advertising, print and social media.
- Manage the Saffron Screen website.
- Develop and manage Saffron Screen's Marketing Plan in conjunction with the Business Manager.
- Manage and represent the Saffron Screen brand.
- Manage junior staff.

Communications

- Write and coordinate all press releases, editorial and photoshoots
- Support the Operations/Cinema Manager with internal communications

Audience & Cinema Development

- Carry out and analyse customer and market research and use that research to develop the cinema audience.

Fundraising

- Manage any project staff in relation to fundraising, audience development, education and outreach.
- Develop and maintain relationships with corporate supporters in relation to advertising and sponsorship.
- Develop and maintain relationships with external groups to secure reciprocal or free advertising.

Events

- Event project management for internal and external events (including budgets, schedules and staff management).
- Support the Programming and Operations Managers with special events, Q&As, film introductions and guest liaison.

Person Specification

- Candidates should be extremely organised, flexible (some evening and weekend work may be required) and have excellent communication skills.
- The ability to work calmly under pressure, either on own initiative or as part of a team.
- Experience of website management, particularly using Wordpress is desirable.
- Experience of writing press releases and social media content is essential.
- An interest in film is a must!