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JOB DESCRIPTION

Job title: Marketing Officer

Line Manager: Head of Marketing

Salary: £24,000 per annum

Status: Full-time, permanent contract

Direct Reports: Temporary staff or volunteers attached to EIFF or other projects

Application

Deadline: 12noon, Friday 15 October 2021

Interviews: begin in w/c 18 October 2021 in Edinburgh



Centre for the Moving Image (CMI)

The CMI incorporates Scotland's leading independent cinema, Filmhouse, the world's longest continually running film festival, Edinburgh International Film Festival, the Filmhouse Café Bar, and the home of film in Aberdeen, Belmont Filmhouse.

We have a vision to transform people's lives through film. Each year we bring hundreds of wonderful films, seasons and special programmes, curating some of the most diverse film programmes in the UK. But we're more than just great films - we're cultural and community hubs, we support local artists and cultural partners, our education programme inspires thousands of young people each year, and our industry programme helps filmmakers find their way in the film industry.

Our film festival shines a light on voices from around the world and brings some of the most exciting filmmakers right here to Edinburgh. Our cinemas are trusted guides, taking you on a journey to discover your next favourite film and connect with like-minded film lovers. Whether



you want to watch, learn about or make films, we're here to inspire, entertain and help you.

Purpose of role

Reporting to the CMI's Head of Marketing, this post is responsible for building and delivering effective marketing and communications activity across the organisation, raising the profile of the CMI and its businesses, programmes, projects and events. You will be required to conceive, plan and deliver regular marketing activities and specific campaigns across all CMI brands including Edinburgh International Film Festival, Filmhouse, Belmont Filmhouse, Filmhouse Café Bar, Major Programmes, and Education & Learning, Industry and Talent Development programmes, projects and events.

Each member of staff has an individual and collective responsibility to promote the values, vision and aims and objectives of the Centre for the Moving Image.

Responsibilities

- Liaising closely with the Filmhouse, Belmont Filmhouse and EIFF Programming Teams as part of the on-going marketing output
- Conceive and deliver marketing plans for each business unit (Filmhouse, Belmont Filmhouse, EIFF, Filmhouse Café Bar, and individual projects) that meet objectives, within agreed timelines and budgets
- Manage and deliver copywriting requirements through newsletters, email campaigns, brochures and other communication channels
- Undertake specific segmented marketing tactics, to reach specific audience groups of relevance to film content
- Create, commission and manage online content for Filmhouse, Belmont Filmhouse, EIFF, Filmhouse Café Bar, individual projects, and specific Industry and Talent Development and Education and Learning digital channels including the core websites and social media channels
- CRM management and integration of email and ticketing platform

- Support the delivery of PR and media activities, such as creation and distribution of press releases, and managing media partnerships
- Commission artwork, videos and trailers, ensuring that all marketing materials are designed and implemented effectively
- Design of print, adverts and social imagery
- Captioning and editing videos
- Print management
- Support reaching audience development and fundraising targets through membership acquisition and retention
- Look for new opportunities to grow audience numbers
- Report on, and analyse, sales figures and digital traffic
- Work closely with Industry and Talent Development Department to identify, develop and deliver marketing initiatives and activities to help grow audiences and participation in their programmes
- Work closely with Education and Learning Department to identify, develop and deliver marketing initiatives and activities to help grow audiences and participation in their programmes and events

- Work closely with Development Department to identify, develop and deliver marketing initiatives and activities to help grow income and provide data as required for reporting purposes

Organisational Development

Contribute to the development of the CMI as a business:

- Contribute to the wider marketing strategy and plans for all areas of the CMI's business;
- Ensure the wider CMI staff team are aware of and understanding of the role of the marketing team;
- Line management of staff and volunteers as required (specifically in the build-up to and during EIFF);
- To support delivery of major projects and initiatives against agreed targets, performance indicators and schedules;
- Liaise with Development team to ensure sponsor requirements are understood, agreed and delivered upon.

Environmental Sustainability

- It is the responsibility of all staff to minimise the CMI's environmental impact wherever possible and adhere to the company's Environmental Policy. This will include:
 - recycling;
 - switching off lights, computers, monitors and equipment when not in use;
 - helping to reduce paper waste by minimising printing/copying and reducing water usage;
 - reporting faults and heating/cooling concerns promptly;
 - minimising carbon footprint when travelling.

- Where the role includes the ordering and use of supplies or equipment the post holder will consider the environmental impact of purchases.

Person Specification

Skills & Experience

- Demonstrable understanding of and passion for the arts, ideally with some level of experience of working within cinema, film festival or wider film industry

- Demonstrable experience in an equivalent marketing role, within a marketing team
- Demonstrable experience of managing and delivering marketing programmes for film or arts initiatives in either an exhibitor or festival environment
- Demonstrable experience of using the Adobe Creative Suite
- Demonstrable experience of using ticketing and CRM systems
- Strong organisational skills and attention to detail
- Strong negotiation skills
- Strong critical and analytical skills
- Excellent written and spoken English
- Computer literacy including word processing, spread sheet, database and CMS

Competencies

Managing Work

- Quickly determines tasks and resources
- Schedules work
- Develops timelines
- Co-ordinates resources

- Ensures effective completion of work through use of own and others' time

Change Management

- Challenges assumptions
- Recognises organisational opportunities
- Thinks expansively
- Maximises opportunities to add value through innovative and creative thinking

Valuing Diversity

- Actively values others contributions and treats people fairly
- Creates an environment that appreciates diversity
- Challenges unfair behaviours and practices, both internal and external

Decision Making

- Makes effective decisions which balance the varying demands of interested bodies and cost management
- Understands risk/opportunity balance
- Develops and considers alternative solutions

Teamwork

- Actively collaborates through communicating fully and openly, while showing respect for others
- Communicates fully and openly
- Balances all needs
- Facilitates goal accomplishment
- Ensures necessary team support and infrastructure in place

Equal Opportunities Policy Statement

CMI is an equal opportunities employer, and as such aims to treat all employees, consultants and applicants fairly. It is our policy to provide employment equality to all, irrespective of:

- Gender, including gender reassignment
- Marital or civil partnership status
- Having or not having dependants
- Religion or belief
- Race (including colour, nationality, ethnic or national origins)
- Disability
- Sexual orientation

- Age

We are opposed to all forms of unlawful and unfair discrimination. All job applicants and employees who work for us will be treated fairly and will not be unfairly discriminated against on any of the above grounds.

Decisions about recruitment and selection, promotion, training or any other benefit will be made objectively and without unlawful discrimination. This policy is written in consideration of the Equality Act 2010.

CMI Values

At the CMI we are proud to work as a team and have developed a set of company values. They underpin everything we do, and tell you about how we work at the CMI:

- We are **inclusive**
 - We are open, accessible, and respectful
 - We believe in diversity and are committed to equality
 - We believe in working collaboratively with individuals and organisations in making a positive difference

- We will actively seek out and work with people and organisations with a wide range of voices, with different experiences and from different backgrounds to ensure that our work is authentic
- We are **innovative**
 - We are focused on artistic quality and excellence
 - We are bold, creative and passionate
 - We are inquisitive, challenging and risk taking
 - We believe in understanding the present and shaping the future
 - We believe in the power of film to change lives
 - We are confident, positive and a leader
- We have **integrity**
 - We are professional, accountable and transparent
 - We are authentic, engaging and honest
 - We believe in independence of voice and genuine choice for audiences
 - We believe in developing and delivering our strategy sustainably – for the organisation, for the environment, for society
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Formal Collaborations

Filmhouse is a founding member of the Edinburgh Cultural Venues Group, Edinburgh International Film Festival is a founding member of Festivals Edinburgh, and Belmont Filmhouse and CMI are founding members of Culture Aberdeen.

Application process

Please submit an up to date CV and covering letter, explaining why you think you are suitable for the role and why you want it, at

<https://hr.breathehr.com/v/marketing-officer-19131>.

Your application will be treated in strict confidence.

Application deadline

All applications should be received by 12noon, Friday 15 October 2021.

Interviews

Interviews will be held in Edinburgh in w/c 18 October 2021.