

The Ultimate Picture Palace

Jeune Street, Oxford, OX4 1BN
info@uppcinema.com 01865 245288

July 2023

Job Title: Digital Marketing Coordinator

Dear Applicant

Thank you for your interest in the above position. Please find enclosed a job description including person specification and terms and conditions of employment. Please consider these carefully and decide whether you wish to apply.

As an independent, community-owned cinema The Ultimate Picture Palace Community Cinema Ltd ('UPP') values inclusion. We listen to and engage with the broadest range of people. This letter lays out some of the steps we are taking to create a more inclusive recruitment process. Many of these steps are new to us, so feedback and questions are very welcome.

Before you apply

You may not have worked in a cinema before, or in an organisation like the UPP. Perhaps you have worked in a public venue or attraction, small-medium business or within a marketing agency context – which are very transferable contexts.

If you are from a background that is underrepresented in the culture sector (for example you are from a community that experiences racism or you are a disabled person, or you did not go to University or had free school meals as a child), and you would like support to articulate how your experience is transferable to this role, you can book time with us (we will ensure the person you meet is not involved in the recruitment process). They would be pleased to help you think this through. Please request this by emailing Clare Stimpson, clare@uppcinema.com, we will not ask you to disclose your background.

Timeline

The closing date for all applicants is: **5pm on Wednesday 9th August 2023**

We will contact all long-listed candidates by: **5pm on Friday 11th August 2023**

We will then hold interviews on **Wednesday 16th August 2023**

Further information

Please DO NOT include your CV as it will not be considered. Please put all relevant information on your application form.

We are striving to understand more about who applies to work with us. When you submit your application you will be invited to complete our anonymous equal opportunities monitoring form, which will not be shared with anyone involved in the recruitment process.

The UPP will work with candidates to ensure their access needs are met during the interview process and will ensure access requirements do not factor in decision making.

Thank you for your interest in the UPP.

Tom Jowett

Head of Programming and Marketing

The Ultimate Picture Palace

Position:	Digital Marketing Coordinator
Reports to:	Head of Programming and Marketing
Key Collaborators:	Head of Programming and Marketing, Executive Director, Front of House Staff including volunteers.
Salary:	£26k pro rata (£10,400 per annum)
Hours:	2 days a week
Location:	Hybrid - working on-site at the cinema alongside the Head of Programming and Marketing and the rest of the UPP team, plus the flexibility to work from home.

Background:

The Ultimate Picture Palace Community Cinema (UPPCC) is Oxford's oldest and only independent cinema. Situated in the heart of East Oxford, our iconic cinema has been treasured by generations of Oxford residents, students and tourists. We are proud to have a loyal audience that loves the films we chose as part of our programme and the warm welcome of our small team of staff and volunteers. We prioritise screening independent films from the UK and around the world, well-known and off-beat classic films, as well as themed special events with guest speakers.

Last year marked an important year for our cinema as we became one of the UK's only community-owned cinemas after a successful community share offer so that over 1,300 of Oxford's film-lovers could co-own and participate in democratically running the cinema. As a Community Benefit Society our shareholder members elect a Management Committee from the membership who decide on the strategic direction of the cinema, and in turn cinema staff report to the Management Committee. This transition has allowed the cinema to be brought ever closer to the heart of our community: to entertain, to inspire and to connect.

The Ultimate Picture Palace Community Cinema strives to:

- ★ entertain with a diverse, thoughtful programme of films from the UK and around the world including new releases, classics, and undiscovered gems.
- ★ inspire a life-long love of cinema for all, particularly young people, by shedding light on the ideas, stories, and production behind films with Q&As, festivals and other learning opportunities through links with local schools, colleges, and universities.
- ★ connect individuals and communities by playing an essential role in social inclusion. We do this by providing a safe, friendly space for people from all backgrounds to come on their own or with others and watch a film; providing volunteering opportunities; and links with local community groups.

Our aim is to ensure that the UPPCC continues to grow as a thriving part of our vibrant, diverse community, and through community ownership, to significantly expand the social value of the cinema.

Purpose of Job

We are seeking a highly motivated and creative individual to join our team as a part-time Digital Marketing Coordinator. As the Digital Marketing Coordinator, you will be responsible for posting on our social media channels and helping to grow our online presence in line with ambitious business objectives, to recover from the impact of COVID and build new audiences for our community cinema. Your key objectives will be to increase UPPCC's online presence, engage with our online audiences, and to promote our screenings, special events, and other revenue streams (memberships, bar sales, and private hires).

Principle Responsibilities

Social Media

- Create and post content for our cinema's social media platforms (e.g., Facebook, Instagram, Twitter, TikTok) to consistently engage with the community and increase brand awareness.
- Create engaging, visually appealing, and sharable content that highlights our cinema's offerings, including: screenings, seasons, and special events; the cinema's food and drink offer; membership benefits; private hire; audience and community engagement initiatives.
- Develop a social media content calendar to ensure consistent and engaging content that aligns with our cinema's brand and messaging.
- Monitor social media channels, respond to inquiries, and foster positive online interactions.
- Identify cross-promotion opportunities with local businesses, community organisations, and influencers to expand our reach and engagement.
- Stay updated on social media trends and best practices, incorporating them into our social media strategy to drive maximum engagement and reach.

Analytics and Reporting

- Utilise digital marketing tools and platforms (e.g., Google Analytics, social media analytics) to gather insights and track campaign performance.
- Prepare regular reports on key performance indicators (KPIs) to evaluate the effectiveness of digital marketing efforts and inform future strategies.

UPP Website

- Assist the Head of Programming and Marketing with the upkeep of the UPP website, including: uploading and updating film and event pages; and the creation of content for the website's Blog/ News section.

Other

- Work with the rest of the team, and attend and contribute to monthly staff meetings
- Carry out any reasonable tasks as requested by the Head of Programming and Marketing
- Take reasonable care for the health and safety of our customers, staff and volunteers

Person Specification

Skills & Experience

- Experience of working in a digital marketing, content creation or communications role, with a focus on social media management.
- Strong understanding of social media platforms, trends, and best practices.
- Excellent written and verbal communication skills, with the ability to adapt tone and messaging for different platforms and target audiences.

- Knowledge of digital marketing tools and platforms, including social media management tools, scheduling tools, and analytics platforms.
- Creative mindset with the ability to generate innovative ideas for social media content and campaigns that align with the cinema's brand and community focus.
- Strong organisational and multitasking skills, with the ability to manage multiple projects and deadlines effectively.
- Analytical mindset with the ability to track, measure, and report on social media metrics, using data to optimise campaigns and strategies.
- Passion for film, the history of cinema, and the mission of independent/community-owned businesses.

Skills & Experience – Desirable

- Experience in marketing, communications, or a related field
- Proficiency in using digital advertising platforms (e.g., Facebook Ads Manager, Google Ads)
- Knowledge of graphic design and video editing tools (e.g., Canva, Adobe Creative Suite)