

Jeune Street, Oxford, OX4 1BN

info@uppcinema.com 01865 245288

**June 2025**

**Job Title: Marketing and Communications Manager**

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 marketing department as part of a public venue or attraction, an educational establishment like a university or within a company - 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 Becs Morris, info@uppcinema.com, we will not ask you to disclose your background.

**Timeline**

The closing date for all applications is: **Sunday 27 July 2025**

We will contact all long-listed candidates by: **5pm on Wednesday 30th July 2025**

We will then hold interviews on **Monday 4th August 2025**

**Further information**

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

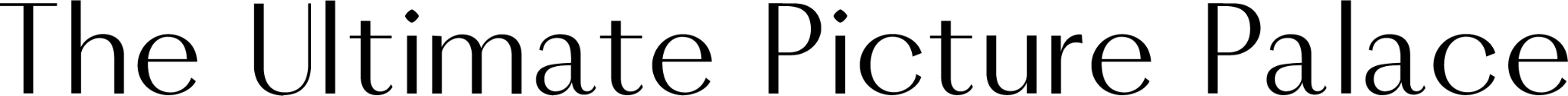
We are striving to understand more about who applies to work with us. When you submit your application you will be invited to complete our anonymous equal opportunities monitoring form, which will not be shared with anyone involved in the recruitment process.

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.

Micaela Tuckwell

Executive Director



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| **Position:** | Marketing & Communications Manager |
| **Reports to:** | Executive Director |
| **Key Collaborators:** | Head of Programming and Partnerships |
| **Other key internal stakeholders:** | Cinema Manager |
| **Key External Stakeholders:** | Media Partners, Printing and designers, website supplier, local partners |
| **Responsible for:** | Marketing Volunteers/Interns |
| **Rate of pay:** | £28,000 - £30,000 pro rata |
| **Contract:** | Permanent, Part-Time (20 hours per week) |
| **Location:** | Hybrid. One fixed day per week onsite (Monday or Tuesday) at the cinema site on Jeune Street, Oxford.  Box Office Assistant shifts also take place onsite.  Remaining hours can be worked remotely or onsite. |
| **Shift pattern:** | Includes up to eight weekend Box Office Assistant shifts per year during peak season (October – April), aligned with the film schedule. In general, the film shifts will start at 3-4pm and end at 8.30-9.30pm. |

# **Background**

The Ultimate Picture Palace Community Cinema is Oxford’s oldest 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.

In 2022, The UPP 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. This transition has allowed the cinema to be brought ever closer to the heart of our community: to entertain, to inspire and to connect.

* To entertain with a diverse, thoughtful programme of films from the UK and around the world including new releases, classics, and undiscovered gems.
* To 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.
* To connect individuals and communities by playing an essential role in social inclusion. We will 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 UPP 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’re looking for a creative and organised Marketing & Communications Manager to help grow and deepen our audiences, raise awareness of the UPP, and drive engagement across all our communications channels.

This is a hands-on role with responsibility for planning and delivering campaigns, managing our digital and in-venue channels, overseeing press and PR, and creating content that reflects the energy and values of our community cinema.

You’ll be part of a small management team, collaborating with the Head of Programming and Partnerships and Executive Director to deliver joined-up audience development activity and support key business priorities including fundraising, hires, and events.

This role would suit someone with experience in arts, film exhibition, or charity marketing, who enjoys combining creative content development with contributing to the strategic direction of an independent, community business.

# **Key Responsibilities**

**Strategic Management**

* Set, lead and deliver the marketing strategy across all areas of the public programme and other commercial activities in line with business planning objectives.
* Develop and implement initiatives to build revenues and loyalty through membership offers and engagement.
* Monitor and evaluate marketing performance and adapt strategies to ensure objectives are met.
* Collaborate with the Executive Director to align marketing activity with broader organisational priorities.
* Contribute to annual business and audience development planning processes.

**Marketing and Campaigns**

* Plan and deliver multi-channel marketing campaigns to promote our programme, events, commercial products (hires, vouchers, merchandise) and fundraising activity.
* Create and commission engaging content for web, social media, email newsletters and at venue.
* Coordinate with designers, printers, and volunteers to produce and distribute marketing materials – aside from the printed programme (which is written/designed by the Head of Programming and Partnerships)
* Maintain the marketing calendar and support the Programming team in promoting the monthly printed programme.

**Communications and Brand**

* Ensure the UPP’s visual identity and tone of voice are consistent across all communications.
* Maintain and update the UPP website, ensuring content is accurate, accessible and search-optimised.
* Plan and publish regular email newsletters and monitor engagement.
* Manage The UPP’s social media presence, scheduling activity and responding to audience interactions.

**Audience Development**

* Use box office data to help identify trends, target campaigns, and improve audience engagement.
* Contribute to the development of membership schemes and promotional offers
* Gather feedback from audiences and use insights to inform marketing and programming.

**Press and PR**

* Manage press activity, including writing and issuing press releases and liaising with PR consultants as needed.
* Support media campaigns around seasonal events and special screenings.

**Internal Collaboration**

* Attend regular programming and sales meetings.
* Provide marketing support for organisational priorities including fundraising, hires, and partnerships.
* Supervise marketing volunteers or interns on a project basis.

**Other Duties**

* Assist with occasional Box Office shifts (up to 8 per year) during peak season.
* Carry out other reasonable tasks as requested by the Executive Director.

# **Person Speciﬁcation**

Essential

* Proven experience planning and delivering successful marketing campaigns
* A strategic, commercial and results-driven attitude, with enthusiasm for engaging audiences
* Strong written communication and content creation skills for a variety of channels, including newsletters, social media, posters, and on-screen
* Proficient in website management, including copywriting, SEO, and use of content management systems.
* Strong command of digital tools including social media, planning tools and email marketing platforms, with experience using analytics to inform strategy
* Strong organisational skills and ability to manage multiple priorities.
* Able to work independently and collaboratively in a small team.
* A practical, hands-on approach and willingness to pitch in.
* Interest in film and a belief in the value of community cinema.

Desirable

* Experience using customer data and segmentation to inform marketing decisions and audience development strategies.
* Experience using a box office or ticketing CRM system (e.g. Savoy, Spektrix, Tessitura).
* Understanding of fundraising communications, including engaging members and donors.
* Familiarity with the Oxford arts and cultural landscape.
* Experience managing press and media relationships.
* Basic design or video editing skills (e.g. Canva, InDesign, Photoshop).
* Experience working with volunteers or interns.

# **Additional Information**

* Flexibility will be required to attend events in-person to document and capture quality content (photos, video etc)
* Training on in-house systems will be provided
* All staff are expected to support a welcoming, inclusive, and respectful working environment.