

RICH MIX



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**ARTS COUNCIL
ENGLAND**

LOTTERY FUNDED

FILM MARKETING OFFICER
RECRUITMENT PACK | MARCH 2025

JOB DESCRIPTION

JOB TITLE | Film Marketing Officer

SALARY | 25,207–27,000 per annum

LOCATION | Rich Mix, 35-47 Bethnal Green Road, London E1 6LA

LINE MANAGED BY | Head of Marketing and Communications

CONTRACT TIME | Full Time, permanent

HOURS | 35 hours (1.0 FTE) per week (excludes one hour lunch break)
Some flexible working required to include evenings and weekend events out of office hours.

ANNUAL LEAVE | 25 days per annum, rising by one day per year to a maximum of 30 days.
Plus bank holidays.

PROBATION PERIOD | Three months

NOTICE PERIOD | Six weeks' notice in writing on either side on successful completion of probation.

CLOSING DATE | 9am, Tuesday 22 April 2025

INTERVIEW DATE | Week commencing 28 April 2025



WHO WE ARE



Rich Mix is a dynamic arts centre and creative hub in the heart of Shoreditch in East London. Launched in 2006, we connect some of the city's most adventurous and diverse audiences to a vital, exciting and ambitious programme of contemporary culture.

Launched in 2006, we offer a wide-ranging programme, encompassing music, performance, spoken word, and exhibitions, alongside mainstream releases, festivals and independent film across our three cinema screens. We believe in the power of creativity to transform lives, and through our Creative Engagement programmes, we develop and facilitate the creative potential of young people and wide-ranging communities from across East London.

Our commitment to diversity extends beyond our daily programme. A Shoreditch landmark, our building provides a home for more than 20 of the city's most socially progressive and innovative creative businesses, employing over 200 people.

Rich Mix is currently undergoing an exciting period of organisational change, revitalising our vision with a renewed focus on music and film – allowing us to strengthen our offer, deepen audience engagement, and further establish ourselves as a leading destination for these art forms.

As a National Portfolio Organisation of Arts Council England, we value their investment, which enables us to expand the scope, scale, and ambition of our programme. We are committed to growing a sustainable business model, building upon our current success with diverse income streams, including cinema and programme ticket sales, space hire, grants and donations, tenancies and bar revenue. This diversified approach, alongside ACE funding, will ensure our continued and expanding contribution to the cultural landscape of East London.

We actively encourage people from a variety of backgrounds with different experiences, skills, and perspectives to join us and influence and develop our working culture. We are particularly keen to hear from Global Majority candidates and candidates who self-identify as Disabled.

richmix.org.uk / [@RichMixLondon](https://twitter.com/RichMixLondon)

PURPOSE OF THE ROLE

Rich Mix's marketing team works across the whole organisation, promoting and supporting all of Rich Mix's activities: live events, cinema, creative engagement, private hires, bars and concessions, fundraising, membership, building tenancies. In addition to driving attendance and ticket sales, the team works to ensure brand consistency as well as building awareness of Rich Mix.

The **Film Marketing Officer** will be integral to the marketing operation, leading on campaigns for the film programme (main cinema releases, film festivals, special screenings, film clubs) and supporting on marketing of the other programme areas (Music and Live programme and Creative Engagement programme), as well as inputting on all other aspects of the team's remit.

They will take a creative approach to engaging audiences and telling the Rich Mix story effectively, as well as using digital and print communications for ticket sales and attendance objectives.



KEY RESPONSIBILITIES

CAMPAIGNS AND EVENT PROMOTION

- Deliver day to day campaign and strategy in collaboration with marketing team
- Liaise and collaborate with internal and external stakeholders, including internal events delivery teams, event partners, promoters and artists, with particular focus on film partnerships
- Lead on the marketing and promotion of the film programme including film festivals, film clubs and special screenings
- Contribute to the development and implementation of film marketing campaigns, digital, press, sales and audience development strategies against set objectives
- Lead on creating and executing targeted campaigns, working to increase the quality of data and deliver results, and evaluating ROI
- Work with the team on the evaluation of events, projects and performances including collating digital analytics, managing audience surveys and feedback
- Undertake research to inform campaigns and activities

DIGITAL AND CONTENT

- Maintain consistency and accuracy across the website to include creating and editing webpages (WordPress)
- Support the team with website development projects
- Plan, create and deliver engaging content on Rich Mix's social media channels and website maintaining the Rich Mix tone of voice and brand personality
- Plan, create and send emails to our mailing lists, supporting increased ROI (Dotdigital)
- Carry out design and image editing for digital and print promotional assets (Adobe)
- Liaise with videographers, photographers and other external service providers
- Capture live activity at Rich Mix events where appropriate

PRINT AND DISTRIBUTION

- Manage in-venue signage and poster and flyer displays
- Co-ordinate assets for upcoming films in the cinema
- Liaise with external designers, printers and distributors
- Work with the team to produce regular printed materials, ensuring a high level of accuracy and consistency

KEY RESPONSIBILITIES

DATA AND EVALUATION

- Work with Head of Marketing and Communications to set digital objectives and monitor, evaluate and report on these regularly
- Work with team on audience surveying and evaluation processes
- Use insights from data captured by Rich Mix's ticketing system (Spektrix) to improve marketing effectiveness
- Collate and produce adhoc reports as required

GENERAL

- Be a brand ambassador for Rich Mix, ensuring consistency across all outgoing communicationsAttend and contribute to general meetings when required.
- Monitor the marketing inbox on a daily basis
- Be the first point of contact for film partners
- Oversee and ensure a smooth and effective process from event confirmation, marketing asset collation through to on-sale
- Keep abreast of trends in digital, arts, and film marketing and communication strategies
- Keep full and accurate track of your activity and any budget spend
- Work with interns, placements and freelance content creators to ensure smooth delivery against aims, and support their development where appropriate
- Attend a range of Rich Mix events
- Represent Rich Mix at networking and fundraising events
- Ensure Rich Mix's policies as outlined in the Staff Handbook, including Health and Safety, Equal Opportunities & Diversity, and Environmental Policies, are implemented and reflected in all aspects of your work.
- Undertake other duties commensurate with the status of the role and in keeping with its overall purpose.



PERSON SPECIFICATION

ESSENTIAL SKILLS, KNOWLEDGE AND EXPERIENCE

- At least two years' experience working in a marketing role, preferably in a cinema or arts venue
- Experience of effective campaign planning and delivery
- Experience in using social media for marketing and engaging audiences
- Experience of using Wordpress or other content management systems; Spektrix or other box office systems; Dotdigital or other email marketing systems
- Experience of writing for different platforms and audiences
- Experience of the production process for marketing materials
- Strong communication skills, both verbal and written
- Good stakeholder management with the ability to deliver the highest possible service to internal and external partners
- A personable individual with a positive can-do attitude and a flexible approach
- A keen interest in the latest digital and marketing channels, tools and trends
- Takes an imaginative and creative approach, using your ideas to drive new ways of working to engage and maximise opportunities
- Strong interpersonal and customer service skills
- Excellent IT skills, especially using Microsoft Outlook, Word and Excel
- A genuine passion for film and a keen interest in the work of Rich Mix
- Ability to perform well under pressure and work to deadlines
- Highly organised and self-motivated
- A team player with the ability to work collaboratively and delegate where appropriate
- Strong proofreading skills and high level of attention to detail

DESIRABLE SKILLS, KNOWLEDGE AND EXPERIENCE

- Experience of using the Adobe Creative Suite (Photoshop and InDesign)
- Experience of using Artifax (customer relationship management system)
- Experience of content creation, including videography and photography

Please note this job description reflects the requirements of Rich Mix in March 2025. The role and duties of the post are subject to change in line with the future development of the organisation. Rich Mix reserves the right to make such changes as are necessary after any changes required have been discussed with the post-holder.

HOW TO APPLY

Please complete our online Application Form.

CLOSING DATE | 9am, Tuesday 22 April 2025

INTERVIEWS | Week commencing 28 April 2025

If you would like to apply in a different format, please contact recruitment@richmix.org.uk to arrange this.

DATA PROTECTION NOTICE

Equal Opportunities Monitoring forms are not shared with the hiring panel and are kept securely and only used for aggregated and anonymised reporting.

By applying for this role you consent to Rich Mix processing any personal data you include within your application. All personal data submitted will be processed and stored in accordance with the requirements of the UK Data Protection Act 2018.



RICH MIX

GET IN TOUCH

For more information or to have an informal chat about the role, or apply in a different format, please email recruitment@richmix.org.uk

PHOTOGRAPHY CREDITS

Bettina Adela, Craig Gibson, Gabrielle Thomas

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