

JOB TITLE:	Community Engagement Officer
REPORTS TO:	Cinema Programme Manager
AVERAGE HOURS PER WEEK:	37 hours (full time). Flexibility will be required to fulfil the needs of the role, including occasional evenings and weekends.
SALARY:	£28,860 per annum
CONTRACT:	Fixed term contract to 31 st March 2029

1. Context

Phoenix is Leicester's independent cinema and art centre located in the heart of the city's Cultural Quarter. A registered charity for over 35 years, Phoenix is the city's home for film, moving image, and digital storytelling.

Phoenix plays a key role in the cultural and creative landscape of Leicester, one of the UK's most diverse and dynamic cities. As an accessible venue open to all, we curate unique cultural and creative experiences across film and art, bringing local, national and international work to our cinema screens and gallery. Through our programme we offer opportunities for communities to come together, explore and share stories and ideas; improve our understanding of the world and re-imagine the future; and inspire and nurture creativity.

Our award-winning capital expansion has created new opportunities for us, both commercially and across our cultural programme and since its completion in 2023, we have expanded our offer significantly.

We work with a wide range of partners to produce and deliver varied and vibrant events in addition to our core cinema and exhibition programmes – including live music, comedy and spoken word, creative workshops, wine tasting evenings, and pop-up art markets – and have a reputation for innovation and creativity.

Our Café Bar is a hub for many who live and work in the city, as well as our cinema and gallery visitors, and many businesses and community organisations enjoy the welcoming, stimulating environment for conferencing, training, networking and social events. We also support people working in film and creative media across Leicester and Leicestershire with workspace, events and networking opportunities.

As a charity, we generate approximately 80% of our annual income from cinema ticket sales, Café Bar and kiosk sales, memberships, courses and venue hires. Our stakeholders include the British Film Institute (BFI) and Arts Council England.

2. Purpose of the Role

The Community Engagement Officer will play a central role in delivering Phoenix's ambition to deepen relationships with local communities and significantly broaden and diversify audiences.

Working as part of the Cinema Programme team, the postholder will lead on community and partnership-led engagement initiatives, developing new and existing relationships that enable Phoenix to reach audiences who are underrepresented in its current audience profile. The role will design and deliver projects, curate screening events and run ambassador schemes that connect communities to Phoenix's film programme, venue and wider cultural offer in meaningful and sustained ways.

The role is key to the successful delivery of Phoenix's 2026–29 BFI-funded audience development project, contributing to Phoenix's position as a socially engaged cultural organisation and supporting the communication of Phoenix's social impact locally, regionally and nationally.

Key Relationships

Internal: Chief Executive Officer, Cinema Programme Manager, Creative Producer, Digital Marketing Co-ordinator, Membership & Events Manager, Commercial Development Manager, Operations Manager, Customer Service Manager, Finance Manager

External:

Our marketing agency, box office system provider, suppliers and other marketing partners

Phoenix audiences, especially through the MyPhoenix programme

Stakeholders and funders

The press, media and partners

3. Main Responsibilities

Community Outreach & Partnerships

- Develop new and deepen existing partnerships with community organisations, education providers, grassroots groups and audience influencers to support delivery of Phoenix programming and events.
- Act as a key liaison between Phoenix and its community partners, ensuring strong communication, collaboration and shared learning.

- Increase collaborative working with community leaders and groups to co-design activity that reflects local interests, needs and barriers to engagement.

Ambassador & Engagement Programmes

- Lead on the delivery and development of Phoenix's Community Ambassador scheme, embedding learning from the 2024-26 pilot and ensuring it becomes a sustainable, effective engagement tool.
- Develop and launch a Student Ambassador scheme to engage Leicester's large and diverse student population, in collaboration with higher education partners.
- Establish and support focus groups to better understand audience motivations, barriers and perceptions, using insight to inform future programming and engagement approaches.

Events, Enrichment & Audience Development

- Work closely with the Cinema Programme Manager and external curators to develop enrichment activity linked to the film programme, including themed events, talks, live performances, introductions and Q&As.
- Support the creation of opportunities for young audiences to engage creatively with Phoenix.
- Contribute to innovative social media and communications initiatives, including engagement-led content and partnerships that reach new audiences.

Evaluation, Reporting & Advocacy

- Monitor and evaluate engagement activity, collecting qualitative and quantitative data to evidence impact and inform reporting to funders and stakeholders.
- Support the promotion and communication of Phoenix's social impact, contributing to reporting, case studies and advocacy activity.
- Represent Phoenix at community events, meetings and sector forums as required.

Other Responsibilities

- Work flexibly and collaboratively across the organisation to support Phoenix's wider programme and audience development aims.

- Contribute to a positive, inclusive and safe working culture aligned with Phoenix’s values.
- Develop your own professional skills and knowledge, supported by the Cinema Programme Manager.
- Undertake any other reasonable duties commensurate with the role as required.

4. Person Specification

Requirements	Essential	Desirable
Qualifications & Training	A relevant qualification or demonstrable equivalent experience in community engagement, arts participation, audience development or a related field.	Training in community facilitation, participatory practice or cultural engagement.
Experience & Achievement	Experience of delivering community-focused or partnership-led projects. Experience of working with diverse communities and under-represented audiences. Experience of building and sustaining effective partnerships. Experience of organising events or engagement activity.	Experience working within a cultural, arts or charity organisation. Experience of ambassador or volunteer programmes.
Skills & Knowledge	Strong interpersonal and relationship-building skills. Excellent communication skills, both written and verbal. Ability to plan, deliver and evaluate engagement activity. Strong organisational skills and ability to manage multiple priorities. Good IT skills, including MS Office.	Knowledge of independent cinema, film culture or arts programming. Understanding of audience development principles.
Personal Qualities	Approachable, empathetic and confident working with people from a wide range of backgrounds. Proactive and self-motivated, with the ability to work independently and as part of a team. Commitment to equality, diversity and	Passion for film, culture and community engagement.

Phoenix

Role Description

Requirements	Essential	Desirable
	inclusion. Willingness to work flexible hours when required.	