

JOB TITLE:	Marketing Manager
REPORTS TO:	Chief Executive Officer
LINE MANAGEMENT OF:	Marketing team Membership team
AVERAGE HOURS PER WEEK:	37 hours per week, on average. As a full-time manager, you will be expected to work the hours to fulfil the role.
ANNUAL SALARY:	£35,000 per annum

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 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 tickets sales, Café Bar and kiosk sales, memberships, courses and venue hires. Our stakeholders include the British Film Institute (BFI) and Arts Council England.

2. Overview of the role

A member of Phoenix's senior management, the Marketing Manager has overall responsibility for marketing, press and PR activities, and the Phoenix brand working across our entire cultural and commercial offer.

You will work with the CEO and other specialist managers to develop the marketing and communications strategy of the charity across all areas of activity, representing Phoenix's distinctive brand throughout its communications. You will be Phoenix's lead on marketing with our stakeholders, marketing suppliers and Trustees.

Working alongside the organisation's creative leads, the Marketing Manager will play a pivotal role in developing audiences through innovative marketing campaigns, using your experience to provide a commercial influence the creative programme to extend Phoenix's reach, engage new communities, and achieve income growth.

You'll also work closely with the Commercial Development Manager to devise and deliver the marketing plan to drive our commercial offer, spanning our Café Bar, retail, venue hire and conferencing, to realise the potential of our expanded facilities and maximise income generation.

The role requires excellent organisational skills and the ability to work effectively with a diverse range of people including other managers, customers and stakeholders. The person will have experience and an excellent track-record in marketing and promoting public engagement in the cultural sector.

Phoenix is open all year to the public, 5 days a week. Our main marketing channels are a bi-monthly printed brochure delivered by post and placement, weekly e-newsletter, website, social media, plus paid advertising, earned media, and promotional opportunities through our partners.

3. Main responsibilities

• Strategy & Leadership

- Working with the CEO to develop and deliver the organisation's marketing strategy and providing marketing guidance to specialist managers.
- Development and consistent deployment of Phoenix' brand identity and brand image to all audiences.
- Leading audience insight initiatives through research and analysis.
- Informing and guiding development of programme, product and experience working closely with other specialist managers.
- Work closely with our creative programme team to develop and deliver audience development strategies that maximise public awareness and increase audiences for our cinema and special events programme
- Developing our marketing capabilities including infrastructure, skills and know-how.
- Managing press and PR activities for the organisations.

- **Planning & Development**
 - Responsible for producing Phoenix’s marketing plans, including the annual budget.
 - Influencing business strategy and evaluating performance against strategic audience aims.
 - Developing and sustaining partnerships that support marketing.
 - Leading and overseeing audience research, analysis and segmentation.
 - Keeping up to date with new marketing approaches and applying relevant ones to Phoenix.
 - Planning and leading marketing development projects as and when required.
 - Supporting the CEO and other specialist managers with sponsorship and grant applications.
- **Delivery & Oversight**
 - Day to day development, delivery and oversight of marketing using on and offline marketing techniques to support audience development aims.
 - Recruitment, management and development of marketing staff, interns and volunteers.
 - Providing advice and guidance to other specialist managers in producing content for all marketing communications.
 - Optimisation and oversight of opportunities with the press, media and third party influencers, and providing advice and guidance to other specialist managers on interacting with them.
 - Lead on the development of relationship marketing including MyPhoenix, customer database management and box office software development.
 - Day to day oversight of Phoenix’s reputation including the quality of its communications and feedback from customers and review sites.
 - Designing, delivering and interpreting audience surveys and feedback.
 - Development of effective marketing measurement, and communication of findings and recommendations for on-going improvement.
 - Developing and sustaining effective relationships with marketing partners and suppliers.
- **Financial reporting and Board accountability**
 - Responsible for the annual marketing budget, ensuring that spend is monitored, effective and cost efficient.
 - Report quarterly to the Board of Trustees on progress in all matters related to audience development, marketing and communication strategies.
- **Promotion of philanthropic fundraising**
 - Supporting the Chief Executive in promoting philanthropic fundraising to support Phoenix’s charitable activities
 - Developing an effective approach to fundraising and donor engagement that recognises and acknowledges the special relationship Phoenix has with its supporters, members and audiences.

- **Other Responsibilities**

- Contributing to the development of Phoenix's capabilities including the knowledge and expertise of our staff and partners to deliver the programme.
- Influencing wider organisational development.
- Representing Phoenix to stakeholders and funders.
- Contributing to effective internal communications.
- Maintaining a good understanding of the legal and regulatory frameworks relevant to marketing.

4. Additional Information

This job description outlines the main responsibilities of the role but is not intended to be an exhaustive list. The postholder may be required to undertake other duties appropriate to the level and nature of the position.

3. Qualifications, skills, knowledge and personal qualities

Requirements	Essential	Desirable
Qualifications & Training	<ul style="list-style-type: none"> Degree in marketing, or business/arts management 	<ul style="list-style-type: none"> Professional marketing qualifications.
Experience & Achievement	<ul style="list-style-type: none"> Successful track record of leading marketing in an organisation that has a multi-faceted offer. Brand development for customer growth & loyalty. Audience research and insight for growth. Developing and sustaining strategic partner relations. Promoting a multi-faceted offer to diverse customer segments through multiple channels. Experience of marketing for the public and diverse communities. Experience managing staff, interns and volunteers 	<ul style="list-style-type: none"> Successful track record of leading marketing in a cultural organisation.
Skills & Knowledge	<ul style="list-style-type: none"> Marketing strategy formation. Market research capabilities and methods. Website development, CMS and digital marketing. CRM systems and processes. Excellent ability to write compelling and engaging content. Departmental budget planning and monitoring; costing and pricing. Ability to effectively manage and develop staff. Effective team working and influencing skills. Ability to develop and sustain relationships with stakeholders, partners, contractors and customers. Excellent planning and organising skills. Proficient ICT skills (e.g. MS Office) 	<ul style="list-style-type: none"> Knowledge of independent cinema and digital arts

Phoenix

Role Description

Personal qualities	<ul style="list-style-type: none">• Ability to manage multiple priorities and personal workload whilst interacting effectively with colleagues.• Excellent interpersonal communication skills.• Ability to work independently whilst judging when to seek guidance and support.• Ability to develop oneself, learning through personal practice from colleagues, partners and other sources.• Able to work flexible hours to fulfil the role.• An advocate for equality and diversity.	<ul style="list-style-type: none">• Appreciation of world cinema, digital arts and filmmaking.
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