

JOB TITLE:	Digital Marketing Co-ordinator – Maternity Cover
REPORTS TO:	Marketing Manager
AVERAGE HOURS PER WEEK:	37 hours per week, on average
CONTRACT:	Fixed term, until 31.7.27
ANNUAL SALARY:	£28,860 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. Purpose of Role

The Digital Marketing Co-ordinator undertakes a broad range of digital marketing activities to attract and retain customers for all Phoenix products and services, enhance our brand, broaden our reach, and optimise the effectiveness and efficiency of our marketing.

Working closely with the Marketing Manager and the wider Creative Team, the Digital Marketing Co-ordinator will provide day-to-day management of Phoenix's digital marketing channels as well as regular campaigns to existing customers; and use tools including SEO, paid search, Google ads and Meta advertising to attract new ones.

A natural communicator on digital media, the Co-ordinator will play a key role in daily management of Phoenix email and social media channels, website and partner content; coherently linking with existing print-based communications when needed.

With one eye on the Phoenix programme and the other on the wider world, they will research and develop content which makes our programme attractive and accessible to a broad audience.

Working with the Marketing Manager, they will play a key role helping Phoenix develop its digital marketing plan, capabilities and put new approaches into practice.

Key Relationships

Internal: Marketing Manager (line manager)
Creative Team including: Cinema Programme Manager, Creative Producer, Membership & Events Manager, Programme Administrator, Marketing & Programme Co-ordinator
Commercial Team: Development Manager, Bar & Kitchen Manager

External: Website agency
Programme and audience development partners
Events listings websites and partners
Influencers and content creators

Duties

- Working with the Marketing Manager and the wider Creative Team to design and deliver digital marketing activities.
- Maintaining an understanding of current and forthcoming Phoenix cultural programme.
- Maintaining an understanding of Phoenix marketing and audience development priorities.
- Monitoring and identifying relevant opportunities in digital marketing and social media.
- Managing social media channels, including Facebook and Instagram, Threads and LinkedIn (for B2B market), including frequently posting new content and monitoring and responding to engagement.
- Monitoring review sites regularly, such as Google Reviews, and responding when necessary.
- Keeping third party listings websites and media listings up to date with Phoenix programme details.

- Improving website performance by SEO and keyword optimisation.
- Day-to-day maintenance and development of Phoenix's website.
- With the Marketing manager – developing Phoenix's brand to reach new audiences, with a particular focus on new opportunities presented by the capital expansion project.
- With the Creative Team and Marketing Manager – identifying and developing promotional campaigns that increase sales, cultural participation and attract new people to Phoenix.
- Researching and generating attractive and engaging digital content.
- Managing Meta and Pay-per-Click advertising and associated budget.
- Proactively managing campaigns, and monitoring, evaluating and reporting their performance.
- Working with identified programme and audience development partners to share and develop content, and to augment Phoenix digital communications.
- Building relationships with external influencers, such as content creators, to produce engaging UGC content.
- Analysing campaign and channel performance using Google Analytics and other tools.
- Producing and managing digital signage across the venue.
- Building relationships with distributors and partners on collaborative content.
- With the Marketing Manager - helping to identify and develop improvements to Phoenix's digital marketing capabilities including its systems, policies, staff awareness and training.
- Complying at all times to Phoenix's policies and procedures. In particular maintaining a complete understanding of data protection and security, brand values and guidelines.
- Liaising with our website agency to resolve any technical problems, and also to help develop the site where required.
- Managing photography and video libraries and using image editing software when needed.
- Applying Phoenix policies on GDPR, data and ICT security.
- Applying Phoenix safeguarding policies to protect children and vulnerable people online.

Qualifications, Skills, Knowledge & Personal Qualities

REQUIREMENTS	ESSENTIAL	DESIRABLE
Qualifications & Training	<ul style="list-style-type: none"> • A degree or equivalent in any subject. 	<ul style="list-style-type: none"> • A degree or formal qualification in a marketing or communications related subject. • A degree or other qualification in an arts or film related subject. • Training courses completed in specific digital marketing tools – e.g. social media.
Experience & Achievement	<ul style="list-style-type: none"> • Demonstrable experience and achievement using digital marketing and social media to promote an organisation and/or its products and services. • Experience administering a mix of concurrent digital marketing channels. • Achievement in supporting at least 2 marketing campaigns where you used digital marketing and social media effectively. • Experience in teamwork. 	<ul style="list-style-type: none"> • Creative use of social media which has demonstrably driven an organisation's engagement and follower growth. • Wider digital marketing experience – e.g. SEO, PPC, email marketing, website content management. • Experience of WordPress. • Experience of working with partner organisations on marketing promotions.
Specific Skills & Knowledge	<ul style="list-style-type: none"> • A good understanding of how to use social media to promote an organisation and the type of content which works well – particularly Meta platforms. • Ability to write compelling copy clearly, accurately and effectively in English. • An understanding of digital marketing, its tools and concepts. • Skilled at researching online to identify relevant opportunities and ideas for social media content. • Able to take good photographs using a smartphone and edit for use on social media. • Competent in using MS Office applications and relevant applications. • Ability to work with attention to detail - managing information carefully, accurately and securely. • Ability to be analytical, working with data in a structured way to research, evaluate and draw conclusions from data sets. • Ability to self-manage multiple tasks and deadlines, estimating times required, prioritising tasks and judging when to seek support from managers. • An ability to understand and produce digital communications that support an organisations brand values, reputation and ethos. 	<ul style="list-style-type: none"> • Understanding of digital marketing tools and techniques including Search Engine Optimisation, Google Paid Search, Facebook Advertising, email marketing and Google Analytics. • A deeper understanding of marketing as a strategic management practice. • Experience in PR. • Ability to use Canva, Adobe (or similar) image or video editing software. • Comfortable using spreadsheets to create reports, analyse trends and gain insights. • Knowledge and connections to relevant communities in Leicester. • An understanding of safeguarding principles for children and vulnerable people in the social media and on-line environment.

	<ul style="list-style-type: none"> • Ability to follow policies and procedures, especially relating to data protection and security. 	
Personal motivation and characteristics	<ul style="list-style-type: none"> • A desire and the confidence to communicate and engage people through marketing and social media. • A confident individual who is proactive and self-motivated. • Enthusiasm to gain knowledge, develop new skills and learn from constructive criticism. • A creative mind-set and proactive in finding new ideas and opportunities. • Ability to interact productively with a wide range of people including Phoenix staff, customers and partners. 	<ul style="list-style-type: none"> • A desire to develop a career in digital marketing. • An interest in film and media and the ability to actively engage in discussion of these art forms. • A broad appreciation of the arts and film.
Other	<ul style="list-style-type: none"> • Appointment is subject to a satisfactory DBS check. • Willing and able to monitor some social media communications outside of work hours where required. 	