



JOB DESCRIPTION

Role	Marketing Manager
Contract	35 hours per week
Salary	£36,000 (depending on experience)
Reporting to	Creative Director & Head of Programming
Direct reports	Marketing Coordinator

Our values

Open - We aim to always be open to new ideas, to pushing boundaries, to creative thinking. We strive to be open to conversations, to finding solutions and to making changes. We try our hardest to be open to everyone and we want to embrace individual thought and diversity; knowing the benefits that being inclusive brings.

Responsible - We care about our community, about social and environmental sustainability. We work hard to take responsibility for our carbon footprint, for the impact we make and for sharing our knowledge widely. We work professionally and responsibly, do things properly and to a high standard, together making Depot the best it can be.

People - We strive to put people first, to treat everyone with kindness and without discrimination. We place importance on supporting each other, on building strong relationships and on celebrating our successes. We learn, share knowledge, collaborate and communicate. We work hard to create opportunities, to be inclusive and welcoming.

Role Overview

You'll work as a 'generalist', creating and overseeing all marketing activity with confidence and efficiency, prioritising multiple demands in a fast paced environment. This includes all marketing and promotional activity for the cinema, restaurant and our events / workshops.

You'll deliver innovative campaigns for a varied program of mainstream, art house and independent films; world cinema, documentaries and classic films; along with special events, guest speakers and workshops. You will actively promote the Restaurant, with seasonally changing menus, regular promotions and offers. You'll work closely with our Events manager and our Education manager to ensure our varied events and courses are a success.

You'll be happy to hit the ground running, complete day to day routine tasks, utilising new technology where needed and balancing this with bringing new ideas and strategy to life. Your communications skills will be top notch and you will know our local area and audience well. You ideally have a background in working in the film or the creative industry - knowledge of the hospitality industry would be very useful too.



You will have the support of a full time Marketing Coordinator. You will provide direct line management to them, delegating effectively, coaching and providing development opportunities where possible.

This role is based in-house, with hybrid working a possibility after the first 6 months. The usual working pattern is Monday to Friday but there is a requirement to attend some weekend and evening events.

Key responsibilities

- Create, implement and deliver the marketing strategy for the cinema, events, education and restaurant
- Develop and manage creative materials
- Take an active role in improving our social media presence
- Actively liaise and collaborate with heads of department to ensure the smooth delivery of all campaigns and events
- Embrace new technology to find efficiencies in your day to day
- Provide leadership for the Marketing Coordinator, delegating tasks for the most efficient running of the team
- Ensure our website is current at all times, informative and easy to use
- Communicate effectively, ensuring the senior leadership are kept informed and up to date
- Be proactive, positive and approachable

Essential skills & experience

- Excellent communication skills; written and verbal
- Good design skills
- Willingness to be an occasional photographer
- Proven marketing leadership experience in similar organisation
- A positive, proactive and collaborative can-do attitude
- Strong technical skills (wordpress, AI, photoshop, crm ticketing, illustrator, after effects)
- The ability to prioritise workload and manage multiple campaigns simultaneously
- An interest in culture and films

This job description sets out the accountabilities of the post at the time when it was drawn up. Such accountabilities may vary from time to time without changing the general character of the role.