

CURZON

CINEMA MARKETING MANAGER

Curzon

Curzon is the UK's first fully integrated independent film company across production, distribution, and exhibition. Curzon is using its 85-year-old prized brand to build a film content-led business that provides unforgettable films in quality surroundings via its Curzon-branded cinemas and digital channels.

Purpose of Role

The Marketing Manager will be the key marketing contact for the cinema teams, working to formulate and deliver marketing strategy across Curzon cinemas, ensuring all cinemas have Brand marketing materials. They will deliver above the line media campaigns and manage partnerships, membership campaigns, social media and provide direct line management to two reports.

Role Responsibilities

- Build relationships with Regional Managers and all Cinema Managers and be the central point of contact in the marketing team for the Ops team. Role will require one day per week on site rotating around London and monthly visits to regional sites
- Ensure all cinemas have relevant marketing materials to promote the Curzon brand – such as table talkers, membership assets and promo postcards, working with and managing the marketing assistant to create them
- Maximise our promotional assets by working with distribution partners to create marketing packages to best support upcoming films in our venue and position ourselves as the cinema of choice for consumers to watch upcoming films
- Create an annual marketing strategy with Director of Marketing creating campaigns around key seasonal beats like Black Friday, Gifting and Awards Season and working with our media agency Havas to build media campaigns
- Create annual marketing campaign and strategy to drive Curzon membership
- Lead marketing campaigns for any newly opening or newly refurbished venues
- Work with Cinema Managers and our Data and Insights Executive to deliver bespoke email campaigns for each of our London and Regional venues
- Work with the Marketing Manager to look after social strategy across our Curzon Cinemas social channels
- Liaise with Events team to ensure we are raising the profile of Live Events and exploiting talent opportunities
- Identify potential promotional partners
- Be the marketing point of contact for DCM or Ad partnership company
- Line management to Marketing Executive and Editorial Executive

Person Specification

- 5 years' experience in cinema or hospitality marketing roles
- Experience of working with and managing either external client/external agencies
- Excellent communication skills - written and verbal
- Highly organised
- Detail oriented and capable of working across multiple projects simultaneously
- Adaptable and able to flex communication skills
- Experience working with budgets
- Strong understanding and love of film
- Open to travelling regularly within the UK to our cinema venues
- Experience with a social media management platform (preferable)
- Experience with a CRM management system (preferable)