

CURZON

SENIOR MARKETING MANAGER

Role Overview

The Senior Marketing Manager is a pivotal part of the Curzon marketing team, responsible for leading on all media, promotions and partnerships. They will formulate and deliver our marketing strategy across Curzon brand & film, overseeing all above the line media campaigns, Brand Campaigns & partnerships, membership campaigns and Promotional & Distribution partners.

Key Responsibilities

The main focus of this role is to deliver our paid media strategy and marketing plan for our 15 cinemas, our virtual venue Curzon Home Cinema, our distribution arm Curzon Film and our Membership.

- Deliver marketing strategies and plans to drive forward our Cinemas, Curzon Home Cinema and up to 25 films per year released through our distribution arm Curzon Film - across social, digital and offline media, activations, partnerships and creative ideation
- Deliver marketing strategy and plan for our innovative Membership strands - regularly reviewing our membership offer alongside our Data & Insights Exec to ensure we are delivering the best to our most loyal customers
- Communication of campaign strategies, timelines and key beats to internal and external stakeholders, including presentation to filmmakers & talent where relevant
- Lead multiple media campaigns in tandem - including our Always On campaign across cinemas and Curzon Home Cinema, as well as individual media campaigns for Curzon Film & Membership - all to timeline and on budget
- Manage Curzon's retained media agency to deliver best-in-class media campaigns
- Manage our retained social & influencer agency to work on building Brand Ambassadors to help support media campaigns
- Utilise audience demographics and competitor campaigns, transforming insights into actionable campaign objectives
- Use our first party data to optimise our media campaigns and deliver the strongest ROI for media budgets
- Tracking budgets for all allocated titles and brand campaigns, ensuring budgets are maximised to their potential and efficiencies are generated across the business
- Oversee campaign and media reports, presenting back campaign learnings to key stakeholders
- Oversee curzon owned media and how we can sell our media advertising space to generate revenue
- Oversee all billing and PO management
- Identify promotional partner opportunities and deliver strategic partnership strategies
- Line management to two marketing executives - one with Cinemas focus, one with Film focus - who will support in delivery of overall marketing & media strategy - within a wider team of 8

Person Specification

- Has strong experience (ideally 5 years+) in entertainment marketing, preferably film / cinema / hospitality venue with a record of creating or being a key contributor to best-in-class marketing campaigns
- Excellent communication skills: written and verbal
- Highly organised, detail oriented and capable of working across multiple projects simultaneously
- Has a collaborative nature and will thrive in a team environment
- Strong leadership skills with a passion for nurturing talent and fostering inclusive & empathetic relationships
- Has an entrepreneurial drive and passion to deliver
- Has a sincere love for film with an ability to create ideas and strategies which are unique and powerful
- Has strong analytical skills which can be utilised to form strategic and creative outputs
- Has a good understanding of UK culture, including the local media landscape and entertainment sectors
- Has the ability to think strategically and commercially at all times