

CURZON

Curzon Home Cinema Programmer

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 Curzon Home Cinema Programmer will be primarily responsible for curating and managing the On Demand curation and scheduling functions of the Curzon Home Cinema (CHC) 'online cinema' service, whilst also assisting with targeting acquisitions and new business opportunities. This role will be required to work closely with the Curzon Cinema programme team to deliver and programme the Curzon Home Cinema content offer, working to the company's strategic plan for a unified programming style across both the cinemas and the digital platform.

Role Responsibilities

Reports to: Head of Operations, Curzon Home Cinema

Platform management:

- Work as part of CHC team to deliver on its targets, KPIs and business plan, including assisting with the sign up of new third party content providers.
- Coordinate all Curzon Home Cinema suppliers, materials and content for the live offering, including audio/video assets, metadata and artwork delivery.
- Set up and build film product pages including copy, images and banners with the help of the CHC Assistant and the editorial team.
- Spot check and QC of transcoded assets as well as monitoring platform assets with the help of CHC Assistant.
- Full responsibility for maintenance and update of Curzon Home Cinema film and delivery schedules; coordinating with the CHC Assistant in this regard along with the help of the Head of Operations.
- Work with the Director of Programme & Distributor Sales and Head of Operations to set the Curzon Home Cinema premium and standard pricing models within our curated service and in accordance with the Curzon Home Cinema strategy.
- Support Curzon Director of Programming & Distributor Sales and the Head of Operations in all matters relating to Curzon Home Cinema, when necessary.
- Benchmark Curzon Home Cinema content regularly against the competition to ensure the service is competitive.

- Liaise with Curzon marketing departments to ensure Curzon Home Cinema promotional commitments are ongoing and are up to date.
- Create and upkeep of CHC's visual merchandising with the assistance of the marketing team.
- Ad sales - assist and coordinate ad sales programming and schedule.
- Feed into the marketing team to deliver its targets, KPI and business plan and assist in gathering materials and updating platform CMS.
- Support Head of Operations on team coordination, data collection for OFCOM compliance and other ad hoc projects, when required.
- Provide guidance, support and delegate to the CHC Assistant.
- Contribute as a working member of CHC's development team, as Curzon invests in improving the functionality of the CHC service.
- React to and implement policy changes around user experience, technical development, visualisation and curation of CHC.
- Oversee pricing checks on 3rd party apps with the assistance of the CHC Assistant.
- Ensure regular and efficient receipt of third party distributor avails in accordance to contract.
- Set up promotions/discount codes and entitlements, as required.

Programming

- Programme and schedule the Curzon Home Cinema service in accordance to the programming needs of the platform, including opportunity for Curzon Film (distribution) and Curzon Cinemas.
- Work with the programming team, Curzon Film and third party distributors in order to help to promote the strategy of day-and-date releasing, and to increase the number of premium Day and Date titles on the Curzon Home Cinema service.
- Upkeep of CHC master schedule, working with the Curzon Cinemas programme team to make sure CHC's needs are represented in UK and cinema dating negotiations; to ensure a balanced and weekly supply of day and date and premium titles for the CHC service.
- Work with Curzon Cinemas programme and marketing teams to create, curate and promote Curzon Home Cinema content ideas, including seasons ('collections'), special programmes, promotions, additional content, and any future initiatives as required.
- Work with Curzon Cinemas programme team and the Head of Public Events to identify appropriate new event or alternative content opportunities for Curzon Home Cinema and its partners (including but not restricted to: filmed or online Q&As, touring shorts programmes, call for actions, pre-rolls).
- Negotiation with digital sales counterparts in distribution to convert day and date and premium VOD opportunities for Curzon.
- Adhere to the Curzon programming policy, achieving a balance between culture and commerce for which the company is renowned.
- Work closely with the Curzon Cinemas programme team to ensure Curzon Home Cinema content is the right fit for Curzon audiences, is cinema-

appropriate and complies with Curzon Home Cinema submission guidelines and programming policy.

- Liaise with, coordinate, and collaborate with the editorial team for collections and programming support, and to commission copy for the platform.
- Watch links and attend screenings, producing effective feedback for distributors, the Curzon Home Cinema and Curzon Cinemas programme team and Curzon stakeholders.
- Coordination of Voyager touring programme (or other cinema initiatives when required) with assistance from cinema programming team; tasked with liaising with marketing team to integrate CHC into Voyager promotion.

Business development:

- Assist, when required, the Director of Programme & Distribution Sales and Head of Operations in the identification, negotiation and delivery of new third party clients to the Curzon Home Cinema service.
- Maintain and grow industry contacts and supplier network, keeping abreast of market trends in order to further grow the reach of Curzon Home Cinema.
- Represent and promote Curzon Home Cinema at industry events, panels, screenings and festivals, as required.
- Act as promoter or spokesperson for Curzon Home Cinema, both internally within the Curzon Group and externally within the wider industry.

Skills and knowledge required to perform role

Essential

- Two years of work experience either in a VOD or cinema programming environment.
- Excellent and proven literacy on film, numeracy and IT skills.
- An understanding of Curzon and its brand and its appreciation of independent and quality cinema.
- Extensive knowledge of films and cinema history.
- A demonstrative understanding of New Media technology and consumption, in particular digital on demand.
- Self-motivated well-organised professional, who's able to work under pressure and to deadlines.
- Meticulous attention to detail.
- Numerate with a proven track record in spotting critical, industry and commercial trends and box office analysis.
- Negotiating skills, on email, on video/the phone and in-person.
- Passion for connecting films with audiences without being overpowered by personal tastes.

Desirable

- Familiarity with IBOE and box office data/systems, or similar.
- Industry network.

Placement within organisation:

