

## Senior Marketing Officer

<b>Location:</b>	<b>London</b>
<b>Department:</b>	<b>Marketing and Communications</b>
<b>Reports to:</b>	<b>Head of Marketing and Communications</b>
<b>Direct Reports:</b>	<b>Marketing Officer</b>
<b>Salary:</b>	

### About Into Film

Into Film is an education charity that puts film at the heart of children and young people's educational, cultural and personal development.

Over half of UK schools engage with our programme of film clubs, special cinema screenings, and resources and training to support classroom teaching. Alongside rich online content for young audiences, this provides 5-19 year olds with inspiring opportunities to learn about and with film, and develop a passion for cinema.

### Role Summary

The Senior Marketing Officer will lead on all marketing and communications activity relating to the recruitment and engagement of Into Film customers, working with colleagues from across the organisation to provide and market a high-quality film education programme.

The post-holder will lead on marketing all aspects of Into Film Account Holder and Into Film Club recruitment and engagement including Training, Resources, the Into Film Festival, and other major campaigns that take place across the year.

The Senior Marketing Officer will also take line management responsibility for the Marketing Officer, ensuring their work is planned and they are supported to access training and development opportunities.

### Main Responsibilities

- Work with the Head of Marketing and Communications to develop and implement the strategy and execute plans for the recruitment and engagement of Into Film Account Holders and Into Film Clubs
- Act as campaign lead for all major Into Film marketing campaigns, taking responsibility to meet Into Film KPIs for the recruitment and engagement of Into Film Account Holders, Festival bookers, Into Film Clubs and Trainees
- Integral member of the Into Film Festival team. Marketing lead for the Into Film Festival campaign, plan, deliver, manage and report on all marketing aspects of the Into Film Festival
- Manage third party agencies and suppliers that are commissioned to run Into Film recruitment and engagement campaigns
- Manage cross-platform paid and organic digital activity, ensuring that it is tracked, evaluated and delivers an excellent ROI
- Work with the Senior PR and Editorial Officer to integrate PR and editorial activity with marketing plans to ensure a seamless journey is created for all paid, owned and earned activity
- Support in the creation of content for the Into Film website and for print collateral including information about the Ino Film offer, case studies and editorial both written form and moving image

- Work with other teams across the business to promote the Into Film programme, in particular the engagement and retention of Into Film Clubs through the development of the Into Film Club offer and engagement programmes
- CRM lead for the Marketing and Communications team ensuring automation user journeys are optimised, embedding a campaign process for managing, monitoring and reporting on campaigns and integration of the CRM with Into Film's ESP (Mailchimp). Lead in driving cultural change across the business to a CRM first approach
- Support in developing customer user journeys and businesses processes
- Lead on CRO, continually optimising conversion journeys across the Into Film website
- Ensure lead generation, acquisition and ongoing management of Into Film contacts is GDPR compliant
- Budget responsibility for Into Film recruitment activity for Into Film Clubs and Training and the marketing budget for Into Film Festival
- Line manage Marketing Officer, ensuring that the post-holder is trained, developed and motivated. Set objectives, conduct 121's and hold appraisals.

### General Responsibilities

- Assist in establishing a commitment to quality throughout the organisation internally as well as in relation to all dealings with the public, members, teachers, trainees, partners, funders, supporters etc.
- Contribute to long term planning to ensure that Into Film grows in line with demand and available resources
- Contribute to the monitoring and evaluation of Into Film with sufficient regularity to benefit and improve the quality and targeting of the work and report to funders and stakeholders
- Contribute to the development of Into Film's Equal Opportunities Policies and establishing a culture of equality of opportunity
- Carry out any other reasonable duties assigned by Into Film.

### Person Specification:

- Experience of managing cross-channel marketing and communications campaigns
- An excellent working knowledge of digital marketing including paid, owned and earned media
- Experience of managing marketing and communications agencies, including briefing, budget setting, monitoring and reporting
- Experience of managing budgets
- An excellent understanding of data analysis and how data can be used to measure the success of marketing and communications activity, in particular through analytics tools such as Google Analytics and CRM
- Knowledge of customer journey development and how to automate communications that motivate and reward user actions
- Excellent working knowledge of CRM systems (particularly Salesforce) to build campaigns, user journeys and segmentation
- Working knowledge of SEO and owned and content marketing
- Working knowledge of CRO and optimisation of conversion journeys
- An excellent understanding of the education market and how teachers can use film (and the arts more broadly) to meet their teaching and learning objectives
- Experience of creating content (written and moving image) for an educator, public sector or arts audience
- Experience of managing photo shoots and an excellent understanding of consent requirements relating to children and young people
- Experience of leading, managing and developing staff – setting objectives, monitoring performance and providing training and support

- An excellent understanding of the BFI, the FAN network and other regional film/arts organisations
- A love and knowledge of film.

All employees regularly working with children will be required to undertake an enhanced DBS check (and/or Access NI check or Disclosure Scotland check, depending on working location).