

Marketing Officer

Location:	Currently 100% home-based due to prevailing pandemic conditions, on a permanent basis the post will be undertaken
Department:	Marketing and Communications
Hours:	Full time (35hrs/week)
Salary:	£25,000 - £28,000 per annum
Reports to:	Marketing Coordinator

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 Marketing Officer is responsible for a number of campaigns for the Into Film programme, which could include Into Film+, Training on the Learning Management System, Into Film Clubs, Into Film Festival, Into Film Awards and Resources among others. You will use the full marketing mix across paid, owned and earned media to meet objectives and KPIs to recruit and engage Into Film audiences. You'll also lead on all marketing emails across the organisation, ensuring that all communications are scheduled, planned, drafted and analysed. You will engage with our audiences through targeted ecomms which meet audiences needs and interests and continuously improves customer experience.

Main Responsibilities

- Marketing lead on all Into Film marketing email communications, planning and drafting emails that are sent to film club leaders, Into Film contacts and other partners
- Marketing lead on planning all film club-facing email communications, working with the Marketing Coordinator and other Into Film departments to ensure recruitment and engagement objectives are met
- Lead on management and scheduling of all ecomms across the organisation, via the ecomms calendar to ensure that exceptional marketing and customer service experiences are met
- Marketing lead on the Email Service Provider (ESP - Mailchimp), ensuring that the platform is secure and business processes are being followed by other users
- Lead on maintaining the integrity on the email contact list within the ESP and on the CRM (Salesforce). Lead on improving historic account holder data in order to achieve effective marketing segmentation.
- Work with colleagues in national teams (Scotland, Wales and Northern Ireland), and other departments to plan and execute regional email campaigns
- Ensure all emails are on brand; both look, feel and tone of voice
- Responsible for monitoring and evaluation of Into Film email activity and the A-B testing of content ongoing, using learnings to inform future practice
- Draft email content, including copy and creative and management of HTML builds or email template builds
- Responsible for rolling out best email practice across the organisation, supporting and training other colleagues on email and the ESP

- Work with the Marketing Coordinator to implement, monitor and develop Into Film automated e-communications journeys to enhance both marketing and customer service experiences for our audiences
- Ensure all email campaigns adhere to GDPR consent and data capture regulations
- Planning, implementing, managing, optimising and reporting on a number of Into Film campaigns using paid, owned and earned media channels including, web, email, social, PPC and direct mail, to support objectives and KPIs for both acquisition and engagement
- Contribute content for the Into Film website and social media channels
- Support and contribute content for the Into Film intranet as required.

General Responsibilities

- Commitment to quality internally and in all dealings with the public, members, teachers, children and young people, partners, funders, supporters etc.
- Contribute to long term planning to ensure growth in line with demand and resources
- Contribute to the regular monitoring and evaluation of the Into Film's work
- Commitment to equality of opportunity in line with Into Film's Equal Opportunities Policy
- Any other reasonable duties assigned by Into Film

Person Specification

Essential

- Experience using Mailchimp and Salesforce (or similar platforms)
- Experience of managing email campaigns for a variety of audiences, including drafting content, Email Service Provider (ESP) management, A/B testing and performance analysis
- A good understanding of email data (open rate, CTR, CTOR etc.) and how to analyse it in order to inform ongoing activity
- Experience of using a range of analytics tools to help monitor, optimise and evaluate campaign performance including Google Analytics, CRM's (Salesforce) and ESPs
- Experience of user testing email across platforms and devices to ensure they reach the widest possible audience
- Experience on managing and analysing data, and maintaining best practice across Mailchimp and Salesforce
- Experience of delivering successful multi-channel campaigns including email, direct mail, social, PPC and web
- Results driven, with a keen analytical idea to ensure objectives and KPIs are met
- Creative and innovative, able to write compelling copy, and propositions which attract Into Film's target market
- Experience of using Customer Relationship Management systems (ideally Salesforce) to segment audiences, create campaigns, target audiences, improve data collection and report on activity
- Experience of working with colleagues from across an organisation to plan and implement email content
- Experience of creating content for a wide range of channels including web, social, email, PPC and direct mail

- A good understanding of the education market and how to tailor content to meet its teaching and learning objectives
- A good understanding of the BFI, the FAN network and other regional film/arts organisations

Desirable

- Experience of working with agencies and other suppliers for creative and media needs
- A working knowledge of HTML
- 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).