

WATERSHED

Job Description

Job title: Film Hub South West Marketing Coordinator

Dear Applicant,

Thank you for your interest in the above position. Please find enclosed a job description including person specification and terms and conditions of employment. Please consider these carefully and decide whether you wish to apply.

Watershed's first value is ***Inclusive - We are people led***. *We listen to and engage with the broadest range of people*. This letter lays out some of the steps we are taking to create a more inclusive recruitment process. Many of these steps are new to us, so feedback and questions are very welcome.

The role:

The Film Hub South West team at Watershed are looking for a Marketing Co-ordinator with a flair for design and content creation and an interest in film, talent and audience development. Ordinarily based at Watershed in Bristol*, this is an opportunity for a creative, organised and self-motivated person to respond ambitiously to the context of the British Film Institute's strategy [BFI2022](#), working across the making, presenting and marketing of cultural film.

This is an exciting opportunity to lead on the delivery of our marketing and communication strategy across the South West region as well as contribute to some UK wide campaigns; whether that's creating compelling editorial and creative content or coordinating a campaign with multiple partners. Inclusivity and outreach is key to the role to ensure that the widest range of organisations and individuals are aware of and can access the Film Hub / BFI NETWORK South West support and networks.

*The Marketing Coordinator will initially work remotely (due to the current COVID-19 situation, see [Watershed's Temporary Working From Home Policy](#)) and eventually, when it is practical to do so, go on to be based at Watershed in Bristol. They will report to the Film Hub Managing Producer and day-to-day, work closely with the BFI NETWORK Talent Executive and the Film Hub South West Community Manager, with support from the wider Watershed team.

About you:

You will have an interest in creative approaches to marketing, communications and audience development and be an experienced social media user. A flair for design and hands-on knowledge of content creation is key, as is an interest in film, cinema and access to the arts. You will enjoy meeting people (in person and remotely) and teasing out ideas and stories to create compelling editorial and creative content. You will have a can-do attitude with the ability to make things happen in a fast-paced environment. Strong planning and organisational skills, great attention to detail and the ability to multi-task and prioritise are essential to the role.

About BFI Film Audience Network:

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The BFI Film Audience Network (BFI FAN) is a collaboration of 8 Film Hubs, managed by leading film organisations and venues around the UK. It has over 1,200 members, including cinemas, festivals, multi-arts venues, community cinemas and film archives. Supported by National Lottery funding it aims to build more diverse audiences for UK and international film and support the cinema exhibition sector.

About Watershed and Film Hub South West

Watershed leads Film Hub South West, a growing network of over 170 cinemas and film exhibition organisations from its base in Bristol which was recently named UNESCO Creative City of Film. As Film Hub Lead Organisation (FHLO), Watershed builds on its own passion for presenting the past, present and future of cinema and track record in talent development to share expertise and support existing and new partner organisations across the South West.

About BFI NETWORK

BFI NETWORK is a UK-wide collaboration between the BFI and film organisations and venues around the country, with a mission to discover and support talented writers, directors and producers at the start of their careers. BFI NETWORK Talent Executives are based in regional Film Hubs at some of England's foremost independent cinemas, arts venues and industry bodies including Watershed here in Bristol.

Further reading:

- [BFI2022 Strategy](#)
- [Film Hub / BFI NETWORK South West](#)
- [BFI NETWORK](#)
- [BFI Film Audience Network](#)

Before you apply:

The current Watershed team is majority white, cisgender and non-disabled. We believe our work will be stronger with greater diversity and welcome applications from those who bring difference. Watershed welcomes the whole person to work, and we understand that each of us bring our experiences, our backgrounds and our own unique lens to what we do. Supporting our staff means they are not appointed to represent specific groups or organisation.

You may not have worked in a cultural organisation before, or in an organisation like Watershed. Perhaps you have worked in another sector such as music, fashion, design, community development or business - these are all potentially very transferable contexts. If you are from a background that is underrepresented in the culture sector (for example you are from a community of colour, did not go to University or had free school meals as a child), and you would like support to articulate how your experience is transferable to this role, you can book time with one of our team (we will ensure the person you meet is not involved in the recruitment process). They would be pleased to help you think this through. Please request this

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by emailing Tiffany Holmes – e: tiffany.h@watershed.co.uk (we will not ask you to disclose your background).

Timeline:

In order to broaden the field of candidates, the Watershed team will aim to meet all candidates who meet the criteria for a short online interview during the week of Mon 9 Nov. We will then hold second interviews, also online week commencing Mon 16 Nov and will send you the list of questions in advance.

The ideal start date for candidates is from **late November/December 2020**

The closing date and time for all applicants is **Mon 2 Nov 2020**

Short online interviews: week commencing Mon 9 Nov 2020

Second interviews: week commencing Mon 16 Nov (likely to take place online)

Please note that if you have not heard from us by Fri 13 Nov, you have been unsuccessful, and we are unable to offer you an interview.

Our forms:

Please DO NOT include your CV as it will not be considered. Please put all relevant information on your application form which you will find on the recruitment web page.

We are striving to understand more about who applies to work with us. We invite you to complete our anonymous equal opportunities monitoring form, which will not be shared with anyone involved in the recruitment process.

Watershed will work with candidates to ensure their access needs are met during the interview process and will ensure access requirements do not factor in decision making.

Feel free to get in touch if you have any questions.

Best wishes,

Madeleine Probst – Film Hub South West Managing Producer

Watershed, 1 Canon's Road, Harbourside, Bristol, BS1 5TX

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| Position: | Marketing Coordinator, Film Hub South West |
| Grade: | 3 |
| Responsible to: | Managing Producer (Film Hub South West & Watershed Cinema) |
| Salary: | £23,756 |
| Contract: | Full-time* - Fixed term contract until March 2022 |

*Full time working is preferred but flexible terms will be considered for the right candidate.

Purpose of Job

The Film Hub South West team at Watershed are looking for a Marketing Co-ordinator with a flair for design and content creation and an interest in film, talent and audience development, to lead on the delivery of our marketing and communication strategy across the region as well as contribute to some UK wide campaigns.

Based at Watershed in Bristol, this is an exciting opportunity for a creative, organised and self-motivated person to respond ambitiously to the context of the British Film Institute's strategy [BFI2022](#), working across the making, presenting and marketing of cultural film.

Principal Responsibilities

- Delivery of an integrated marketing and communication strategy for Film Hub South West and the BFI Talent NETWORK, maximising the impact and visibility of both initiatives to industry and the network within agreed budget
- Working with the Web Development team to create and update content and support the ongoing development of the Film Hub South West website
- Co-ordinate Film Hub South West and BFI NETWORK talent social media output, newsletters and online presence
- Co-ordinate marketing campaigns to promote ongoing and new opportunities to regional South West exhibitors and talent across a variety of relevant platforms and through partners' networks
- Create on-brand social assets to promote ongoing and new opportunities from Film Hub South West and BFI NETWORK including, but not limited to, images, animated GIFs and short video content

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- Liaise with Watershed's Communications and Engagement teams to identify relevant cross promotional opportunities
- Liaise with BFI NETWORK central team in regard to all BFI NETWORK outreach and event activity, to ensure inclusion in their newsletter, online presence and on social media output
- Co-ordinate Film Hub South / BFI NETWORK West Marketing & Communication weekly team meetings
- Gather and publish relevant and compelling success stories and case studies to advocate for investment and encourage peer sharing in consultation with the team and UK wide partners
- Ensure there is adequate recording of all Film Hub South West and BFI NETWORK outreach events
- Where possible, attend Film Hub South West and BFI NETWORK outreach events and provide social media coverage
- Provide administrative assistance to the Film Hub South West team, including (but not limited to) scheduling marketing campaigns and activity; responding to emails, undertaking research and maintaining databases
- Participate in training and seek ways to develop the role, in consultation with the Film Hub South West Managing Producer
- Any other duties as reasonably required

Key Performance Indicators

- The marketing and communication strategy is delivered effectively and within budget/resources available
- Campaigns are delivered to a high standard on time and to their target audience
- High-quality, dynamic and engaging content reaches its agreed target audience
- All activities and events are well-promoted, documented and attended
- Messaging is regular and consistent across all platforms and in line with Watershed and BFI's brand values and tone of voice
- Relevant databases and folders are kept tidy, up-to-date and organised

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- Excellent working relationships are developed and nurtured with internal and external partners and stakeholders
- Being a generous and effective member of the Watershed and Film Hub South West teams

Person Specification

Skills & Experience

- Proven interest in creative approaches to marketing, communications and audience development
- A flair for design and hands-on knowledge of content creation, including GIFs, short videos and formatting images for social media output
- Passionate about film, cinema and access to the arts
- Experience promoting film and/or other arts / talent development programmes
- Experience in partnership working
- Excellent visual, written, verbal communications skills
- Confident and experienced social media user
- Creative, can-do attitude with the ability to make things happen
- Ability to work in a fast-paced environment while staying level-headed to ensure deadlines are met
- Strong planning and organisational skills, great attention to detail and the ability to multi-task
- Good people skills and ability to work with a wide variety of individuals and groups both in person and remotely
- A demonstrable commitment to inclusion

Watershed Values

The Watershed brand is unique, trusted and respected and is driven by the following shared values which are clearly articulated. Ability to master and represent Watershed's Vision and Values is therefore important.

Watershed is:

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| Inclusive | We are people led. We listen to and engage with the broadest range of people. |
| Open and Honest | We provide a culture and environment that is trusting, trusted and trustworthy. |
| Make Things Happen | We approach opportunity and challenge creatively, collaboratively and with a can do attitude. |
| Entrepreneurial | We are inventive, try new ideas, experiment, learn and share. |
| Celebratory | We celebrate culture, creativity and wonder. |

Watershed is striving to be an equal opportunities employer.



Watershed is a Social Enterprise Mark Holder. Social Enterprises are businesses whose products and services create both social and environmental benefits.



Film Hub South West is led by Hub Lead Organisation Watershed as part of the BFI Film Audience Network and funded by British Film Institute through National Lottery Funding.