



## **Title: PUBLICITY AND OUTREACH MANAGER**

### **Purpose:**

On behalf of the The David lean CINEMA, to develop and ensure coordination and delivery, either directly or by others, of all cinema communications, including publicity.

### **Tasks:**

- Planning publicity strategies and campaigns.
- Writing/Commissioning social media posts and press releases.
- Overseeing a group of publicity team volunteers
- Designing or project managing the production of visual communications and digital content.
- Dealing with enquiries from the public, the press and related organisations.
- Providing colleagues with information about new promotional opportunities and current PR campaigns' progress.
- Monitoring and analysing media coverage of DLC and cinema sector.
- Commissioning or undertaking relevant market research and data analysis.
- Commissioning and analysing the success of social media advertising.

### **Location:**

Home working

Attendance at DLC committee meetings at a location in central Croydon and online, in alternate months. Normally from 7pm to 9pm

### **Time Commitment:**

Variable - as needed, but around 8 hours per week on average

### **Support and Supervision:**

You will work to the Chair of the David Lean Cinema and will have oversight of a small group of volunteers who help generate and publish social media posts on the Cinema's Facebook, Twitter and Instagram accounts.

### **Skills/Experience Required:**

Experience of working in a PR setting  
Experience of running social media accounts

### **Training:**

Training in use of our ticketing database

**Salary:**

£13.50/hour for 8 hours per week.

**Named contact**

Michael Snowden

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