

Job Description – Marketing and Communications Manager

Full time, 37 Hours Per Week

£45,000

Apply by midday, Friday 24th May

Interviews anticipated w/c 3rd June

Based at Screen Yorkshire, Studio 30, 46 The Calls, Leeds LS2 7EY. Responsible to Chief Executive.

To apply for this position, please send a cover letter and CV to fiona@screenyorkshire.co.uk by midday on Friday 24th May 2024. If you would like an informal conversation with Caroline Cooper Charles, Screen Yorkshire's Chief Executive regarding the role please email caroline@screenyorkshire.co.uk

About Screen Yorkshire

Screen Yorkshire is the engine that drives the film and TV sector in the region.

Established in 2002, it has been building Yorkshire's global reputation as a centre for excellence in the screen industries for more than twenty years, helping to secure its position as one of the most sought-after destinations for content production in the UK.

Screen Yorkshire attracts high end TV and feature film projects to the region through its Yorkshire Content Fund. To date it has generated over £225 million production spend through investing in more than 60 film and TV productions. Credits range from TV Dramas *Peaky Blinders*, *All Creatures Great and Small*, *Ackley Bridge* and *Dance School*, to feature films, *The Duke*, *Ali & Ava*, *Official Secrets*, *A Bunch of Amateurs*, *Sky Peals* and *Bonus Track*.

Our expert Film Office team, staffed by industry professionals, provides on the ground locations, studios, crewing and production support services, facilitating high profile feature film and TV productions from all over the world to shoot in the region.

Screen Yorkshire also works to foster talent and build a versatile and diverse screen workforce, designing and delivering industry training and development programmes for film, TV and screen, with a range of local and national partners.

www.screenyorkshire.co.uk

Screen Alliance North – BFI Skills Cluster

Screen Alliance North is a new BFI Skills Cluster partnership created by Liverpool Film Office, North East Screen, Screen Manchester and Screen Yorkshire. with the support of the BFI National Lottery funding. The four screen agencies have come together as a lead skills body for the North of England to tackle skills shortages and improve access to quality training provision for diverse talent and communities.

Our initial three-year programme will enable the four partners to work strategically across the broader North to build a stronger, happier and more inclusive skilled workforce, helping to secure its future as a leading global centre for screen production.

www.screenalliancencnorth.co.uk

Marketing and Communications Manager

Screen Yorkshire is recruiting for a Marketing and Communications Manager to further develop and actively deliver the overall messaging and brand positioning for the company. The successful candidate will be able to implement brilliant strategies to build awareness of Screen Yorkshire's main pillars of activity, drive engagement, and demonstrate our impact at a local, national and international level.

Responsibilities

- Work with the Board and Chief Executive to develop and implement a strategic communications plan for the brand and its practical execution on a daily basis
- Create messaging around key press, media and PR moments, including those linked to projects supported through our Yorkshire Content Fund
- Develop and execute Screen Yorkshire's social media, website and content strategies, including the introduction of a quarterly newsletter
- Deliver marketing and communication campaigns for events, skills and talent development programmes, film office services and the Yorkshire Content Fund
- Support the implementation of marketing and communication campaigns for new areas of activity e.g. screen tourism
- Prepare press releases, op-eds, speeches, presentations and other promotional materials
- Monitor social media and other metrics and prepare reports for relevant stakeholders and partners
- Oversee interns and provide training to new team members using Screen Yorkshire's social media channels
- Craft outreach communications that increase engagement with, and respond effectively to, the needs and attributes of individual target groups

- Project manage multiple workstreams, deadlines and internal and external resources
- Ensure consistency of the Screen Yorkshire brand by managing designers and agencies to produce marketing materials including key art, invitations, recruitment materials and digital assets
- Stay up to date on emerging content platforms and advise the team on potential new avenues to increase engagement
- Contribute to the management of events, in particular photo, video and social media coverage

Person Specification

Essential Requirements

- Experience of working in senior communications role within the screen sector and/or the wider creative industries
- Proven track record of delivering successful audience-targeted marketing plans and campaigns
- Understanding of how to develop and deliver strategic communications plans that increase brand awareness
- Experience of communications management through various channels including email marketing and social media
- Understanding of how to work with design and other agencies as appropriate and writing creative briefs
- Ability to write effective press releases and generate press and media coverage at a local, regional and national level
- Excellent written and oral communication skills
- Demonstrable planning and project management skills
- Event management experience
- Working knowledge of online platforms for form building, ticketing, internal communications.
- Fluency in social media platforms and WordPress software
- Demonstrable ability to engage diverse audiences across multiple platforms
- Outstanding attention to detail
- Strong interpersonal skills with the confidence to foster and maintain relationships with a broad range of local, national and international stakeholders and partners

- Ability to work under pressure, respond to short deadlines and manage multiple workstreams
- Willingness to work flexible hours on occasion (on a Time Off In Lieu basis)

Desirable

- Experience of video content creation
- Understanding of both private and public sector stakeholder management

We want to make sure our workforce is diverse and representative of the communities we work with and particularly encourage applications from those who are under-represented within the screen industries.

General

All staff will be expected to embrace and adhere to Screen Yorkshire's commitment to equal opportunities and promote non-discriminatory practices in all aspects of work undertaken. The role involves working in Screen Yorkshire's Leeds office a minimum of two days a week, remote working from home is possible outside of these days.

The role will include attending and assisting with workshops, networking and other events as required and will involve travel to destinations within Yorkshire. This will include an element of out-of-hours working which will be compensated with time off in lieu.

This job description is not intended to be either prescriptive or exhaustive. It is issued as a framework to outline the main areas of responsibility at the time of writing.

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