



## **Welcome to our information pack for the post of:**

### **Senior Marketing Manager: Corporate, Partnerships & Industry (maternity cover) (Fixed-term – 9 months minimum starting October 2018)**

The following information is provided to assist your application. Information about the BFI can be found at our website: [www.bfi.org.uk](http://www.bfi.org.uk) with information specifically about job vacancies at [www.bfi.org.uk/about-bfi/job-opportunities](http://www.bfi.org.uk/about-bfi/job-opportunities)

- |    |   |            |
|----|---|------------|
| 1. | Welcome and how to apply:   | Page 2     |
| 2. | The advert  | Page 3     |
| 3. | The package   | Page 4     |
| 4. | The BFI plus link to our 2016/17 BFI Annual Review<br><a href="http://www.bfi.org.uk/about-bfi/annual-review-management-agreement">http://www.bfi.org.uk/about-bfi/annual-review-management-agreement</a> | Pages 5-6  |
| 5. | The role  | Pages 7-11 |
| 6. | BFI Executive Organisation Chart  | Page 12    |
| 7. | Marketing Department Organisation Chart   | Page 13    |

**Welcome to our information pack for the post of:**

**Senior Marketing Manager: Corporate, Partnerships & Industry (maternity cover)**

**(Fixed-term – 9 months minimum starting October 2018)**

Thank you for your interest in the post. I hope that you find this information pack helpful and we look forward to receiving your application. The successful applicant will be joining the BFI at a hugely important and pivotal time. The post of Senior Marketing Manager: Corporate, Partnerships & Industry (maternity cover) will play a crucial role to ensure our success going forward.

**1. How to Apply:**

To apply please click the *Apply Online* button and complete our online application form, including a supporting statement regarding what you bring to the role and how you meet the criteria of the person specification plus our completed equality & diversity monitoring form.

Please submit your application by **Monday 16 July 2018**. If you experience any technical difficulties please contact the Human Resources Team during office hours by email: [opportunities@bfi.org.uk](mailto:opportunities@bfi.org.uk) or telephone: 0207 173 3200 who will be happy to help. Please be aware that Google Chrome users may experience technical issues when submitting an application online and are recommended to use an alternative browser.

First interviews will be held on **Tuesday 31 July / Wednesday 1 August 2018**.

If you have any questions or want to discuss the post prior to applying please contact me at: [tim.platt@bfi.org.uk](mailto:tim.platt@bfi.org.uk) or 0207 957 4820.

I look forward to receiving your application.

**Tim Platt**  
**Head of Marketing**

## 2. Job Advert



### **Senior Marketing Manager: Corporate, Partnerships & Industry (maternity cover) (Fixed-term – 9 months minimum starting October 2018)**

**Salary £44,673 - £52,253 per annum plus generous benefits package**

We are seeking a Senior Marketing Manager: Corporate, Partnerships & Industry (maternity cover) to lead on the BFI's corporate and industry marketing in support of the National Lottery funded activities of the BFI.

You will work with BFI colleagues and external partners to devise and execute marketing strategies for all BFI Lottery-funded activity (including BFI Film Fund, BFI Film Academy, BFI Network and the BFI's international festival activity), and develop the BFI's industry communications to drive awareness of the BFI and its role as the lead body for film in the UK. You will be an experienced film industry marketer who has used the full marketing mix to deliver creative and effective campaigns and partnerships.

Based at Stephen Street, you will enjoy benefits such as our pension scheme, excellent support for working parents, 28-33 days annual leave, tickets to BFI festivals and events plus many others.

Further details about the post can be obtained by visiting [www.bfi.org.uk/about-bfi/job-opportunities](http://www.bfi.org.uk/about-bfi/job-opportunities).

The closing date for applications is **Monday 16 July 2018**.

First interviews will be held on **Tuesday 31 July / Wednesday 1 August 2018**.



*We support diversity and inclusion*

### **3. The package - salary and benefits**

All roles at the BFI are individually evaluated. This role is graded at Level 3B and the salary range is £44,673 to £52,263. The pay points on the pay scale are:

£44,673 – point 1

£46,464 – point 2

£48,324 – point 3

£50,253 – point 4

£52,263 – point 5

We would normally aim to recruit to the minimum point of the pay scale, but will match to the nearest point within our pay scale (where possible) the successful candidate's current salary within a similar external role, if that is higher than our minimum point.

#### **Benefits**

At the BFI we offer a wide range of benefits to our employees including:-

- BFI pension scheme
- 28-33 days paid annual leave (excluding Bank Holidays)
- Support for working families: generous contribution to childcare costs; childcare vouchers; enhanced maternity, paternity and shared parental pay
- We promote and support flexible working
- Our Employee Assistance Programme provides advice and support for employees and their key family members across all life events
- Free tickets to BFI Southbank screenings and events plus access to other BFI Events
- Loan Schemes such as season ticket and computer purchase
- Ride to Work Scheme
- £100 towards annual Health Club Membership
- Sight and Sound Magazine
- 35% employee discount on all food across BFI Benugo outlets, and 20% staff discount on alcohol
- 70% employee discount on BFI DVDs, 50% on books and merchandise plus 20% off other items at BFI Filmstore
- 40% employee discount on all retail, including upstairs concessions, at BFI IMAX – Odeon

*Certain conditions apply on some benefits and these details are available from Human Resources. Some benefits are non-contractual and the BFI reserves the right to review benefits and withdraw benefits as appropriate.*

## People Engagement and Wellbeing

The BFI takes our responsibility to engage and develop our employees seriously. We carry out a range of activities to facilitate this, including:

- All employees are appraised each year and agree objectives and a development plan with their line manager.
- Meetings are held at Directorate, Department, team and individual level with 'all employee' events each quarter.
- Our brand values are 'Approachable, Inspiring and Responsive'.
- We are committed to promoting diversity and inclusion across all our activities. A cross BFI representative steering group assists us plan and monitor our initiatives.
- We provide a range of wellbeing initiatives. As part of our mental health wellbeing strategy we have Mental Health 1<sup>st</sup> Aiders at each main site, we took part in the MIND Wellbeing Index in 2017/18 and run regular workshops and initiatives
- We regularly review our staff engagement strategies to see how we are doing

### 4. The BFI

The BFI is an internationally recognised cultural body, and the lead organisation for film in the UK. We are a Government arm's-length body and distributor of Lottery funds for film. We serve a public role which covers the cultural, creative and economic aspects of film in the UK. The BFI delivers this role:

- As the UK-wide organisation for film, a charity core funded by Government
- By providing Lottery and Government funds for film across the UK
- By working with partners to advance the position of film in the UK.

Our ambition is to create a flourishing screen environment in which innovation, opportunity and creativity can thrive by:

- Connecting audiences to the widest choice of British and world cinema
- Preserving and restoring the most significant film collection in the world for today and future generations
- Championing emerging and world class filmmakers in the UK - investing in creative, distinctive and entertaining work
- Promoting British film and talent to the world
- Growing the next generation of filmmakers and audiences

Founded in 1933 the BFI is a registered charity governed by Royal Charter. The BFI Board of Governors is chaired by Josh Berger CBE.

In November 2016 we launched [BFI2022](#), our strategic plan for film for 2017-2022. It focuses on the future, with three core priorities to support Future Talent, Future Learning and Skills, and Future Audiences.

The new strategy builds on the successes and direction of our previous five-year plan - *Film Forever* (2012-2017).

## 5. The Role

### Job Description

<b>Directorate:</b>	Marketing, Communications & Audiences
<b>Department:</b>	Marketing
<b>Role:</b>	Senior Marketing Manager: Corporate, Partnerships & Industry (maternity cover)
<b>Grade:</b>	3B
<b>Accountable for:</b>	Marcomms Coordinator, Corporate & Partnerships & Industry
<b>Accountable to:</b>	Head of Marketing
<b>Location:</b>	BFI Stephen Street
<b>Main internal contacts:</b>	Film Fund, NETWORK team, Film Academy, Marketing, Digital, Press and PR team
<b>Main external contacts:</b>	Film Export UK, the British Film Commission, UK film sales companies and distributors, BFI Film Audience Network, its national and regional Film Hub partners. Camelot, NLP (National Lottery Promotions Unit) and the government's GREAT campaign

### Main Aims

To provide corporate and industry marketing to support the National Lottery funded activities of the BFI.

### Key Responsibilities

- Devise marketing strategies and plans (in line with BFI's current 5 year plan, 'BFI2022') in support of the BFI's corporate and industry activity, with a particular focus on the BFI Film Fund, taking into account key film stakeholder groups.
- Develop, and where necessary deliver, the BFI's industry communications and events strategy, working closely with the Press & PR team (Corporate & Industry).

- Work closely with the BFI Film Fund to develop and deliver a marketing plan to support the BFI international strategy, coordinating with key industry partners.
- Provide marketing and comms leadership at key international festivals.
- Supervision of UK Film Centre projects, managing the 'We are UK FILM' brand presence, promotions and advertising, partnership liaison, as well as coordination of all materials to support the BFI presence.
- Provide robust partnership management to the UK Film Centre project for the Cannes Film Festival across promotions, sales, delegate outreach and events.
- Plan and deliver cross-channel marketing and comms plans for National Lottery funded projects, with attention to key events and activities occurring throughout the year.
- Work with UK film sales companies and distributors to promote and support Film Fund backed titles across festivals, awards and release.
- Work with the BFI NETWORK team to identify and exploit marketing opportunities to promote their talent development programme.
- Provide marketing expertise and support to BFI Audience Fund activities, including working in partnership the BFI Film Audience Network, its national and regional Film Hub partners.
- Support the BFI Film Academy with marketing expertise on outreach and events.
- Work closely with the BFI Press and PR team, to actively encourage and ensure National Lottery messaging is prominent throughout funded-partner marketing and comms.
- Produce marketing materials and BFI official collateral, including print, digital and AV for lottery funded and corporate activity, ensuring they are correctly tailored to their targeted audiences.
- Support funded partners and projects on a daily basis regarding appropriate branding and coordinated strategy.
- Maintain knowledge and awareness of corporate policy (including Inclusion and Sustainability), providing marketing support and strategy implementation as required.

- Be a key contact point for marketing and comms for corporate key stakeholders - such as the Camelot, NLPU (National Lottery Promotions Unit) and the government's GREAT campaign.
- Supervise relevant e-comms and materials to ensure correct messaging and branding.
- Support the management of relevant BFI industry website channels including weareukfilm.com and bfi.org.uk.
- Monitor marketing impact and effectiveness against agreed targets.
- Prepare and manage budgets; monitor expenditure and revenue forecasts for projects, and ensure that the resources are allocated in the most efficient and effective way possible
- Compile agendas of meetings where appropriate.
- Ensure that all BFI financial and procurement rules and procedures are adhered to
- Participate in BFI projects and initiatives as agreed
- Ensure that all team members are managed and developed in accordance with the BFI's Performance Management Scheme; including all people have regular individual and team meetings, have agreed objectives which they are appraised against, with Personal Development Plans to support their development. To work with Human Resources to ensure that opportunities for development are identified and any performance challenges identified and resolved early.
- Encourage and develop cross team working and collaboration between teams, with teams outside the Department and Directorate, and with external partners and stakeholders.
- Track progress of the department against KPIs and provide regular management reports as required.
- Carry out all responsibilities in a way which supports the BFI brand values of 'Approachable, Inspiring and Responsive'.
- Be a supportive and good team player, supporting others where you can, and actively participating in team meetings, events and the induction and training of new team members.

- Promote and support diversity and inclusion through all activities.
- Be an ambassador for the BFI through maintaining a professional approach at all times.
- The post holder must at all times carry out their responsibilities with due regard to the BFI's policies and procedures
- Undertake any other activities that may be reasonably required.

*Job descriptions are reviewed annually by the post holder and the line manager as part of performance reviews to ensure that they remain current*

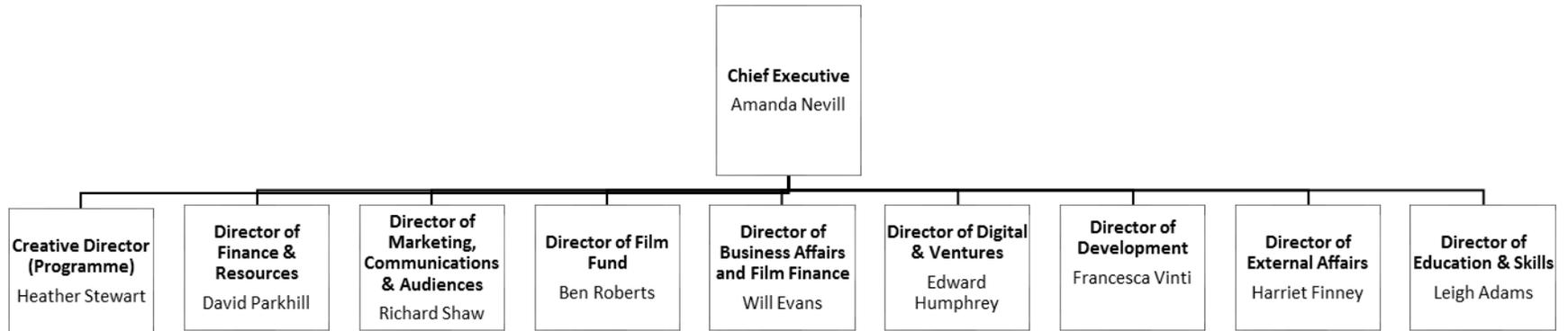
### **Person Specification**

#### **Minimum Requirements**

- Educated to degree level or equivalent experience.
- Experience of working in film or similar media marketing role within an agency or in-house marketing and communications environment.
- Experience of event/exhibition production, preferably in international markets.
- Demonstrable knowledge and experience of all key aspects of marketing including branding, email campaigns, web and social media, database management, advertising, design and print production.
- Demonstrable knowledge & understanding of the film industry and key stakeholders.
- Excellent communication skills, both written and verbal. Able to persuade and articulate arguments effectively to internal clients and external partners/stakeholders.
- Able to prioritise effectively and remain calm under pressure.
- Able to generate and execute fresh ideas with a willingness to embrace change.
- Able to work effectively across functional groups and representing the department at a senior level.

- Proven track record of budget planning and management
- Willing and able to occasionally work irregular hours and take on related tasks.
- The aptitude to carry out all activities supporting our brand values of Approachable, Inspiring and Responsive.
- A demonstrable commitment to diversity and inclusion whilst carrying out all responsibilities.
- A commitment to continual professional development.

## 6. BFI Executive Structure:



## 7. Marketing Department Organisation Chart

