



Sheffield Media and Exhibition Centre Limited The Showroom Workstation

Job Description

Job Title:	Programme & Audience Development Coordinator
Hours:	37 hours per week. Generally worked over five days. Some weekend and evening work will be expected.
Salary:	£20,000 per annum
Annual Leave:	21 days plus bank holidays
Line Manager:	Programme Manager
Benefits:	Pension, staff discount on food and drink, complimentary cinema tickets

Purpose of the job:

This post will work within the Programming team, to support and assist the delivery of the Showroom Cinema's film programming, audience development and education activities.

Programming

- Help to identify opportunities for engaging audiences with our first run and cultural film programme.
- Assisting in developing targeted film-specific audience development campaigns related to new releases.
- Writing original copy, blogs, and articles to support the programme.
- Assist with the organisation of events which are related to specific film releases.

Audience Development

- Support the development and delivery of the Showroom's Cine 26 membership scheme. This will include driving sign ups and working with the marketing team to create and deliver campaigns, producing events, reporting, monitoring and advocacy.
- Create, in conjunction with the marketing team, social media activity for all young audience targeted work including updating Facebook, Twitter and Instagram.
- Work closely with the marketing team to ensure our promotional activity and film specific activities are fully coordinated across the organisation.



Education

- Assist in coordinating activities to engage formal education establishments, including schools, colleges, and universities.
- Support the organisation of adult education film studies and other partnerships with both Sheffield universities.

General

- Help to maintain our strong links and relations with partners and stakeholders including BFI, Sheffield City Council, Into Film and both University of Sheffield and Sheffield Hallam University.
- Where appropriate, to assist in developing funding applications and project evaluation reports for activities undertaken.
- Support the collection, monitoring and reporting of audience data.
- To support delivery of our diversity objectives.
- Any other duties that do not change the character and nature of the post.

Person Specification

Essential

- Demonstrable experience of copy writing to a high standard.
- Aptitude for use of IT systems including box office systems and web site content management.
- Knowledge of and interest in contemporary and historic film.
- Experience of working with audiences or in a venue.
- An aptitude for understanding and analysing audience data.
- Proven experience of report writing.
- Commitment to equality, diversity, and anti-racism policy.

Desirable

- Experience of working in partnership with multiple stakeholders.
- Experience of working with community organisations.