



Sales & Marketing Manager- Part Time / 12 hours per week, working flexible / as and when required, between Monday & Sunday/ Overtime options may be available / Competitive rates of pay- £16 per hour.

Do you want to make a difference to an independent historic cinema in an Upland market town in Penistone South Yorkshire?

Do you want to give something back to your local community? Then Penistone Paramount needs you!

An exciting and unique opportunity has arisen to join the management team of the Penistone Paramount as Sales and Marketing Manager. Our goal is that everyone within 10 miles visits at least once a year and to average 300 tickets per day. We want you to use your creativity and tenacity to generate these sales.

You will be enthusiastic, creative and have an excellent experience of digital marketing strategies. You will help develop and refine our offerings and drive the commercial success of the cinema and with it improve the economy of the town.

**Responsibilities of the role to include:**

- Actively promote film showings and live performances to regularly sell-out the venue
- Achieve 90% of ticket sales in advance
- Create a Venue experience that encourages people to want to be their both old and new.
- To create engaging content, that includes things such as video, images and text posts across multiple platforms (LinkedIn, Facebook, Twitter, Instagram, TikTok etc) Be experienced in the use of print Media.
- Manage the day-to-day handling of all social media channels and actively engage with the audience.
- Monitor the organisations website and ensure that it is kept up to date.
- Actively monitor, track, analyse and report on performance on social media platforms using tools such as Google Analytics and Facebook insights. *(monthly feedback to councillors and Clerk written or presented in person)*
- Support the business in marketing all live/ film/ film including events and National theatre as well as looking at options for alternative seating and pricing structures, sponsoring of seats and VIP experiences in the circle area. Explore and execute a friend of the Paramount club scheme.
- Generate new sources of income through appropriate marketing and advertising. For example, personalised merchandise / including cups, clothing, hats.
- **Essential Criteria**
- Previous working experience in a social media/ digital marketing or a similar role.
- Excellent digital strategy, designing and publishing knowledge.
- Experience of managing social media and advertising campaigns.
- Work professionally and positively with a dynamic team of people.

Contact [boxoffice@theparamount.co.uk](mailto:boxoffice@theparamount.co.uk) or alternatively ring the box office on 01226 767532