

## Head Of Programming Job Profile

**Responsible to:** Chief Executive  
**Responsible For:** Assistant Programmer: Young Audiences; Outreach and Engagement Coordinator; Creative Skills Manager; Technical Manager.  
Plus matrix management of Cinema Box Office team with the Head of Operations.  
**Works closely with:** Chief Executive, Senior Management Team (comprising Head of Finance, Head of Operations and Head of Marketing) as well as working with external cultural partners, networks and funders.

### **Purpose of Job:**

The primary function of this post is to deliver leadership through the programming strategy for the cinema. This is alongside overseeing talent and skills development activity and supporting initiatives for the film and screen sector.

The post holder is a member of the Senior Management Team (SMT) of the organisation and works closely with these colleagues and the Chief Executive on the development and delivery of the Company business plan to achieve cultural and financial targets.

The post holder has lead responsibility for delivery of British Film Institute (BFI) funded programmes, particularly in relation to audience development, and the post holder will lead this stakeholder relationship in conjunction with the Chief Executive.

Through our role as a Film Hub lead Organisation, the post holder also contributes cultural leadership to Film Hub North.

### **Main Duties and Responsibilities:**

#### **Programme Development and Cultural Leadership**

- Developing the strategy and partnerships required to deliver an excellent and unique cinema programme for people in Sheffield and South Yorkshire.
- Ensuring the cinema's cultural and community programmes are inclusive and reflective of the audiences of the city.
- Overseeing the delivery of the cinema programme of first-run films including weekly holdovers.
- Initiating a year-round programme of film seasons, retrospectives, festivals, and unique events, capitalizing on the Showroom's ability to screen in multiple formats.
- Executive Producing in-house film festivals, leading growth of existing initiatives and development of new programmes.

- Supporting key partner festivals and industry events delivered by associate promoters. Current key partner events include the Sheffield Film Festival, Sheffield Adventure Film Festival, Sheffield DocFest, Celluloid Screams and the Children's Media Conference, however this list is not exhaustive, and the role entails developing new and beneficial partnerships in addition to supporting key events.
- Supporting the work of Film Hub North (led by Showroom in conjunction with HOME, Manchester) through advice and creative insight.
- Representing Showroom Nationally and Internationally, able to speak to industry and public audiences to secure the reputation of the organisation.

## **Talent Development**

- Collaborating with the Chief Executive and Creative Skills Manager to conceive and oversee talent development, education and sector support activity.
- Exploring digital platforms in relation to the dissemination of cultural and learning content.

## **Programme Operations**

- Working closely with the Marketing Team on audience development strategy and community engagement, taking a data-driven approach.
- Ensuring the technically proficient screening of the film programme and working with the Technical Manager on capital development needs for the cinema.
- Working with the Head of Operations to deliver the best customer experience to patrons of the cinema.

## **Finance and fundraising**

- Applying for relevant funding from the BFI and other appropriate sources.
- Creating budgets, agreeing targets and managing financial reporting to funders, in conjunction with the Finance Team.
- Ensuring that monitoring, evaluation and reporting to funders and the Board is completed thoroughly, accurately and in a timely fashion.

## **People Management and Organisational Values**

- Coaching and supporting direct reports, leading by example and identifying training and development opportunities (formal and informal).
- Working collegially with Showroom and Work Station colleagues to provide support and expertise, and maximise beneficial relationships.
- Adopting and exercising the values of the charity.

**Person Specification:**

**Skills & Experience**

**Essential:**

- A good understanding of, and demonstrable passion for, film culture and film curation, with experience of developing and producing successful cinema seasons and retrospectives for public audiences.
- Direct experience and understanding of first run booking and cinema programme management.
- Knowledge of audience development and community engagement strategies related to cultural programming.
- Proven commitment to diversity and inclusion within cultural or educational activity.
- Experience of working at management level within an organization including the delivery of budgets, working to targets, business planning and line managing a team.
- Excellent communication and interpersonal skills including making presentations and hosting events.
- Proven track record in developing partnerships and managing stakeholder relationships.
- Knowledge of fundraising, skills in bid writing and the ability to complete evaluation within complex reporting frameworks.
- Proficient in managing data, using box office systems and film scheduling software.

**Desirable:**

- Knowledge of the UK film industry in relation to production and talent development.
- Experience of working on BFI funded programmes and reporting to stakeholders.
- Experience of matrix management of teams.

**Key Terms**

**Hours:** 37 hours per week over 5 days with occasional weekend and evening working required.

**Salary:** £40,000 per annum.

**Holidays:** 29 days annual leave including statutory holidays (5 additional days after 5 years' service).

**Base:** Showroom Work Station in Sheffield with occasional travel and overnight stays required.

**Notice Period:** 12 weeks.

**Role flexibility**

We will consider applications from job share candidates, those seeking alternative working patterns and hybrid working.