



Phoenix Cinema
52 High Road
East Finchley
London
N2 9PJ

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management@phoenixcinema.co.uk
www.phoenixcinema.co.uk

JOB DESCRIPTION: EXECUTIVE DIRECTOR

Reports to: Board of Trustees (Chair and individual trustees as agreed)

Responsible for: Programme and Learning Director, Operations Manager; Technical Manager; departmental staff.

Working hours: Full time (Part-time or two people proposing a job share may be considered.)

Salary: £30,000 with performance-related bonus to be agreed.

GENERAL

- Set the overall strategic direction for the Phoenix in agreement with the board
- Work closely with the board and Programme & Learning Director to develop and maintain a strong, shared vision for the Phoenix. Work with staff to deliver that vision.
- Make proposals and recommendations to the board for strategies across all areas of the cinema, often in collaboration with Programme & Learning Director.
- Oversee all key activities of the cinema in collaboration with Programme and Learning Director and Operations Manager, including direct oversight of in-house financial management, HR and marketing. This may include line management of relevant staff and working with key suppliers.
- Work with the Programme & Learning Director and the programming consultant to oversee programming matters.
- Find ways to improve financial performance, through admissions and F&B revenue and cost control.
- Do regular Duty Manager shifts, in order to maintain oversight of cinema operations and customer experience.
- Ensure strong risk management, including on financial matters

STRATEGY

- Write and agree with board a rolling 3-5 year business plan
- Write and deliver plans for appropriate areas of the business, including possible capital projects, (building refurbishment, a second screen), technical investments and marketing.
- Set operational and financial KPIs and targets for all main areas of the business and oversee progress in meeting these, including reporting to board.
- Attend all board and board sub-committee meetings.

FINANCIAL MANAGEMENT

- Maintain oversight of all revenues and costs and aim to ensure that the Phoenix breaks even.
- Identify and maximise financial opportunities in all areas of the cinema.
- Create and send regular reports on income, expenditure and cashflow to board.
- Work with cinema accountants on ensuring financial processes are strong and well managed and that reporting is done
- Oversee cinema budgets and work with staff to ensure controls are kept and the Phoenix meets its financial objectives.
- Ensure the annual accounts and audit processes are complete.

MARKETING

- Develop a marketing strategy for the Phoenix in agreement with the board.
- Ensure that marketing activities are planned and implemented within budget.
- Oversee and contribute to marketing material production, including development of digital marketing (website, newsletters and social media).
- Source and manage commercial opportunities and local business support and sponsorship.
- Raise the cinema's public profile and promote the cinema to new and existing audiences.

FUNDRAISING

- Develop the fundraising strategy of the Phoenix in agreement with the board.
- Identify and develop grant applications, including annual applications such as Europa Cinemas and heritage grants to maintain the historic building.
- Oversee the proper application of funds received and communications with donors.

HR & STAFF MANAGEMENT

- Oversee HR policy and procedures including recruitment, induction, training and disciplinary policies.
- Maintain payroll information and personnel files.
- Oversee and provide assistance to all staff on HR issues.
- Manage training budget and ensure departmental staff training needs are met.
- Ensure annual appraisals are carried out for all staff.
- Lead staff meetings and ensure good communication between management and staff and the board and staff.



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BUILDING AND OPERATIONS

- Work with Operations Manager to ensure that building is maintained in line with its Grade II listed status and maintenance schedule.
- Work with Operations Manager to manage and maintain all inspection certificates, health & safety and insurance policies, and licenses and ensure requirements of these are met.
- Work with staff to ensure building controls are kept.
- Work with Operations Manager, duty managers and staff to ensure high levels of customer service are maintained and to resolve any serious issues.

OTHER

- Attend and contribute to all Phoenix Cinema Trust board and committee meetings (around 12 per year).
- Represent the Phoenix and develop relationships with external partners, patrons, key funding sources and donors.
- Work with Trustees to ensure the Phoenix is well run and governed and can deliver its charitable objectives.
- Work on specific projects as required by Trustees.

January 2019