



SALARIED CAREER OPPORTUNITY

Employment Posting Number – [CM-190118](#)

Position Title: Community Manager	Application deadline: January 18 th , 2019
Reports to: VP Marketing, Sales and Content Programming	Location: Calgary – Cinema Support Centre
Employment Status: Full-time salaried	Application type: Cover letter & resume

COMPANY OVERVIEW: Landmark Cinemas is Canada’s second largest exhibitor, operating 45 locations with 317 screens throughout BC, Alberta, Saskatchewan, Manitoba, Ontario and the Yukon Territory in multiple formats that include Premium Large Format (PLF) brands (IMAX®, Extra, Xtreme), and RealD 3D technology, and in select locations in the premium comfort of Full-Recliner Seating and with the added convenience of FREE Reserved Seating. Landmark Cinemas was acquired by Kinopolis Group, a European Cinema operator headquartered in Belgium. Kinopolis is a publicly traded firm with a long-term investment strategy for the cinema business.

We are connected to the communities we serve, and our Cast and Crew are proud to support Kids Help Phone. As a National Sponsor of the Walk So Kids Can Talk, through promotional support and fundraising initiatives in our theatres, we are committed to support the mental health and well-being of both our youth Guests and Cast & Crew. In 2017,

POSITION LOCATION: Calgary Cinema Support Centre (Bannister Road, SE)

POSITION OVERVIEW: Working within the Marketing department, the Community Manager is responsible for contributing to the development of Landmark’s digital marketing strategy, including all social channels, in collaboration with the Director of Digital Marketing and VP Marketing. The Community Manager creates original content and/or secures third-party digital content to ensure optimal engagement with our Guests that will enhance brand loyalty and directly lead to box office ticket transactions at landmarkcinemas.com

This position is responsible for creating the monthly social media calendar across platforms (E-News, Facebook and Instagram), in collaboration with the Director of Digital Marketing, which incorporates promotional activities across the Marketing and Sales department. This position is also responsible for managing the E-Newsletter calendar including content creation, promotions and offers, and its deployment. The Community Manager monitors all Landmark Cinemas social channels and is empowered, within the Landmark Social Media Guidelines, to engage with Guests, and when appropriate directs comments to the Manager of Guest Experience. Reporting accountabilities will include results against established metrics across social and digital platforms, and adjustment of strategy and tactics relative to performance.

Additional responsibilities will include working cross-functionally across the Marketing department, specifically with the Manager, Studio Relations in the management and fulfillment of promotions, and the execution of marketing campaigns in support of Alternative Content film programming and advance ticket.

JOB DUTIES & RESPONSIBILITIES:

- Social Media Content and E-Newsletter Calendar - plan and create on a weekly and monthly basis
- Create content working in partnership with the Marketing department and studios (Exhibitor Relations) and relevant third parties
- Create, deploy, and measure content against established metrics
- Development of strategic briefs, budgets and timelines
- Work with all departments to ensure innovative and relevant materials and promotions across all programs
- Work in collaboration with Director, Studio Relations and cross-functionally across the Marketing department to execute marketing campaigns against owned and paid channels



for **MOVIE LOVERS**

- Ensure all projects are delivered on time, within budget and aligned with corporate and departmental strategy
- Collaborate with internal Marketing, In-Theatre Sales, Operations and IT team members, when required

REQUIREMENTS:

- Strong understanding and actively engaged in all social media channels
- Ability to interpret data in the context of business results and objectives
- Engaged in finding solutions and efficiencies in all work being completed
- Proficient in Microsoft Word, Excel, and PowerPoint
- Comfortable providing and presenting recommendations/advice in areas of expertise
- 2 to 5 years experience with a proven track record in a leadership role within a fast-paced, results-driven environment
- Experience and commitment to excellence in project management with proven ability to maintain significant attention-to-detail
- Experience with social media planning and content creation, social media monitoring and metric reporting and systems integration

This position is not eligible for relocation assistance.

ONLY QUALIFIED APPLICANTS WILL BE CONTACTED

Please quote employment posting number: [CM-190118](#)

Email: careers@landmarkcinemas.com