

## Head of Marketing

Digital Orchard – Chalfont St Giles

*Join a unique film and television company in a stunning location, giving you the perfect balance of a high-energy high-level professional marketing role in a friendly, responsible and sustainable organisation.*

### **About Digital Orchard:**

Digital Orchard is an industry-leading film and digital service provider, working on high end TV drama and major motion pictures. From our expert technicians on-set, through to film scanning (with service partners, Kodak), and full picture post, we pride ourselves on having the right knowledge and attitude to ensure every production gets exactly the attention to detail it deserves. Our boutique, full-service operation allows us to go above and beyond, giving cinematographers, producers and editorial uninterrupted support, creative freedom and consistent quality. We are friendly, agile and committed film-fans who work hard for and with the industry.

Based in a peaceful, rural office just off the M25 in Chalfont St Giles in Buckinghamshire, we are a busy hub for film-making. We have just celebrated our 10-year anniversary and have exciting plans for the next 10 years ahead! A big part of our vision is to make a positive impact on the industry in regards to diversity and inclusion, and we run a number of talent-support events, training and campaigns as part of our Digital Orchard Foundation department. We are also fully committed to environmental sustainability and offer a workspace that is animal-friendly, filled with light, and with plenty of countryside walks on the doorstep for taking your breaks outdoors.

### **About the role:**

We are looking for a dynamic sales and marketing leader to join Digital Orchard at an important moment in the company's development. This is a senior role reporting directly to the MD and Group Head. The main purpose of the role is to set and lead the marketing strategy for Digital Orchard, ensuring a comprehensive strategic plan is established to support the growth of the company and the delivery of its social and environmental commitments. Line management of a Marketing Manager, and any future sales, marketing and communications roles is required. Another key aspect of the role is to nurture and develop existing business as well as establish new connections and opportunities.

### **What the job will look like:**

- Set the strategy for the department, including liaising with all Digital Orchard departments to ensure the sales, marketing and communication plans aligns with all company needs

- Oversee delivery of the strategy annually, setting and monitoring the workplan of junior staff members and other colleagues who may from time to time be involved in delivery of marketing tasks (e.g. industry events)
- Set and manage the marketing budget annually
- Proactively seek out and bring in opportunities for the company based on its objectives and values, related to sales, marketing and communications
- Find creative solutions for business development using marketing and communications channels, tools and assets
- Oversee sales and business development strategy, guiding and working with each department
- Lead on best practice, guiding and training the wider team as required on brand guidelines, marketing and communications activity, and business development/sales activity
- Establish and maintain valuable press relationships and media partnerships
- Take ownership of the company's data management systems to ensure accurate, secure and efficient logging of client and partner data, aiming to centralise this to improve cross-department awareness and exchange
- Take on responsibility for all outgoing communications, ensuring absolute accuracy and appropriateness
- Deliver supportive and effective line management of the marketing team

## About you:

- Relaxed, independent worker with excellent people skills
- Ability to work well under pressure and with strict deadlines
- Proven track record of managing others in a fair and respectful way
- Able to manage multiple priorities and stakeholders at once, and to manage strategy and delivery tasks side by side
- Experience in working with the constantly changing/ tight deadlines of the film industry (or a similar industry)
- Experience setting a marketing, sales and communications budget and strategy
- Ideally, a good understanding of the general workings of the film industry from on-set to post-production, or with the right attitude and skills to get up to speed quickly
- NB. This role is ideal for someone ready to step up into their first senior role, or for someone experienced looking for more flexibility and balance in their working lives

## What will you get from us?

- An opportunity to have a key position in a company that works on some of the biggest film and high-end television titles.
- A friendly 'non corporate' style of working where each employee is highly valued for their unique contribution and skillset
- A happy, relaxed working environment in the countryside with fresh air, animals and plenty of opportunities to take a break in nature

- A chance to join a company at a pivotal moment in its growth and take ownership of the role as it grows

## Digital Orchard values:

- *Teamwork* - our best work is delivered when we share our skills and experience with each other
- *Caring* - we care about every project and treat it with the respect and time that it deserves, as well as caring deeply about our team and technicians
- *Quality* – we deliver the highest quality service to each and every customer
- *Net Zero* – we are committed in our pledge to become carbon neutral by 2023
- *Action not words* – we run the Digital Orchard Foundation which helps break down barriers and make the industry more responsible, inclusive and equitable, including putting a spotlight on mental health, diversity and essential changes for the industry

## Details of the role:

- Permanent role with out of hours availability
- Salary/package dependent on experience – the current salary band for this role is £50k-55k.
- The Digital Orchard office is in the countryside near Chorleywood (HP8 4AX) – please ensure that you could easily travel to and work from the office.

## How to apply:

To apply, please send us your CV and a max one-page cover note, including relevant examples that demonstrate how you meet the requirements for this role and your ability to deliver the main duties and responsibilities. Please be specific in your cover note about your interest in Digital Orchard, expectations of this role, and your salary expectations. Send your application to: [jobs@digitalorchardgroup.com](mailto:jobs@digitalorchardgroup.com)

Digital Orchard is committed to creating an inclusive and diverse working environment and is proud to be an equal opportunity employer. Everyone will receive equal treatment regardless of age, disability, gender reassignment, marital or civil partner status, pregnancy or maternity, race, colour, nationality, ethnic or national origin, religion or belief, sex or sexual orientation (Protected Characteristics). We believe in creating fair, equitable opportunities and are open to reasonable adjustments to the application and interview process, as well as the role itself.

We invite you to submit information via our [equal opportunities monitoring form](#) about yourself as we guarantee interviews to anyone with evidence of the right skills and experience to deliver this role (as detailed in this job description) who also has protected characteristics that are underrepresented in our industry, or who is facing significant barriers in their career progression.

Please contact us with any questions or to request a different application method (e.g. video or phone call).