



Job Description

Engagement Executive

- Full-Time (37.5 hours per week)
- Salary according to skills and experience
- Hybrid Remote & London-office based (Will consider a home-based person who can occasionally travel to our office, if beyond reasonable commuter distance)

Role Purpose

The Engagement Executive is responsible for strengthening audience relationships and ensuring inclusivity in LumoTV's distribution strategy. The role focuses on building loyal audience communities, representing under-represented groups, and collecting audience insights to inform commissioning and programming decisions. By combining engagement activities with data-driven insights, the Engagement Executive ensures LumoTV's distribution is responsive, inclusive, and audience-first.

Key responsibilities:

- Manage and grow online and offline audience communities, including fan clubs, newsletters, forums, and social groups.
- Organise interactive engagement events such as watch parties, Q&As, and school/community screenings.
- Gather audience feedback through surveys, polls, and focus groups; analyse and present insights to the Distribution Manager and commissioning team.
- Oversee representation initiatives by coordinating with working groups (e.g., DeafBlind, LGBTIQ+) to ensure inclusive programming and practices.
- Support audience engagement at festivals, screenings, premieres, and promotional events.
- Collaborate with the Communications team to align audience engagement campaigns with PR and social media activities.
- Collect, analyse, and report on audience data to inform commissioning and programming decisions.
- Develop and implement strategies for audience retention and loyalty, particularly around flagship programmes.
- Monitor and track sentiment and engagement across distribution platforms, preparing regular reports.
- Identify opportunities for partnerships with influencers, cultural organisations, and fan communities to extend reach and engagement.

Person specification



Essential:

- Experience in audience engagement, community management, or audience research in media, broadcasting, or cultural organisations.
- Strong understanding of inclusivity and representation in media.
- Excellent organisational skills, with the ability to coordinate events and community activities.
- Experience in gathering, analysing, and presenting audience data.
- Strong communication and interpersonal skills to engage with diverse audiences and stakeholders.
- Ability to work collaboratively across departments, particularly with Communications and Distribution.
- Creativity in developing new ways to build audience loyalty and retention.
- Proactive, audience-focused mindset with attention to detail.
- High level of IT literacy, particularly related to MS Office packages.
- A British Sign Language user or, if not, a willingness to learn
- An interest in LumoTV programmes

Desirable:

- Knowledge of the UK television and broadcasting landscape.
- Experience working with under-represented or marginalised communities.
- Familiarity with audience analytics tools and digital engagement strategies.
- Experience supporting festival activations, screenings, or industry events.
- Familiarity with Asana project management software.
- Passion for television, diversity, and connecting audiences with meaningful content.
- Experience of living or working in the Deaf community.

Additional Information

Employees are also required to comply with all LumoTV policies and relevant legislation.

This is a description of the job as it is presently constituted. It is the practice of LumoTV to examine job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are being proposed.