

Jonny Tull

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"Few people know cinema and audiences like Jonny"
Jason Wood, Artistic Director of Film at HOME, Manchester

I am a UK-based consultant working in the areas of audience strategy, film distribution, film programming, fundraising, audience development and marketing. I work with organisations in the commercial, arts, film and culture sectors.

From my 25 years of experience in the UK cultural sector in senior roles I have proven experience in understanding and developing audiences and brand development. I am comfortable operating at both strategic and hands-on levels and this versatility means that I am as equally adept at business planning and leading major projects as I am in developing and deploying an organisation's marketing communications mix.

Recent projects include devising audience strategies for in-development feature films, creating three-year growth strategies for cultural venues and festivals, distributing narrative films and documentaries theatrically into UK cinemas, fundraising and working hands-on with cinemas to develop their film and events programme strategies and provide them with film programming and marketing support.

Between 2002 and 2017 I led the Tyneside Cinema's film and events programme and marketing team. During this period the venue's audience grew from circa 74,000 tickets sold per year to almost 200,000 tickets sold per year, increasing its market share in the north east of England from 1.5% to almost 3%. I also led the organisation's public fundraising programmes, raising almost £200,000, and I introduced several programming strands and initiatives, including the nationally recognised Dementia Friendly Cinema programme.

Outside of my 'day job' I am a member of the board of trustees of Queen's Hall Arts in Hexham and part of the Stakeholder group for the research project 'Beyond The Multiplex'. I am also a member of the Arts Marketing Association, an advisor on the BFI Film Audience Network's Advice & Experience advisory scheme and I teach a programming and marketing module on Newcastle University's MA in Film Studies.

Employment History

Audience Strategy, Film Programming and Distribution Consultant May 2017 – present

I work with a range of cinema, festival and arts organisations consulting on audience strategy, programming, marketing, business development and fundraising.

Recent projects have included:

Working with **Warwick Arts Centre** to write a three-year strategy, which covered programming, positioning, marketing outputs, business development and recruitment/staffing across their 20:20 redevelopment programme.

“Jonny’s expertise in film programming, marketing and evaluation has been invaluable in helping us prepare the way towards the major redevelopment of Warwick Arts Centre...[he] has been patient, proactive and practical and we’ll be continuing to call on him for advice and guidance.”

Working with filmmaker Jen Randall to take the adventure documentary **Psycho Vertical** in 40 UK cinemas, turning over almost £15,000 at the box office on a budget of under £2,000. In autumn 2019 we will release Jen’s next feature, *Home*, a documentary on UK adventurer Sarah Outen.

“Jonny has opened doors for my work that I didn’t even know how to knock on.”

Audience strategy support for in-development features for the UK production companies.

“Jonny Tull is passionate about championing independent cinema, especially micro-budget films, and he also brings a wealth of cinematic knowledge to every aspect of his practice.”

Delivery Support Manager, North East On Film Project, North East Film Archive April 2018 – present

I devise and deliver the project’s PR and marketing campaigns, driving engagement between the public and the archive’s film material.

Trustee, Queen’s Hall Arts, Hexham July 2016 – present

I advise Queen’s Hall Arts on its marketing and fundraising in a non-executive capacity.

Film Programmer, Tyneside Cinema
September 2015 – March 2017

A member of the senior leadership team, I curated the Tyneside's full-time film programme, including first-run film, festivals, special events and seasons, and was responsible for hosting Q&As, special events and regional premieres. I was also responsible for setting and achieving the cinema's cultural and commercial targets and KPIs. This role involved making film bookings directly and managing the venue's sub-contracted booking support.

I established national and international partnerships and networks, including those necessary to curate a pilot festival of films and events looking at the issue of climate change, and established strong relationships between UK film distributors and the Tyneside in order to develop its programme.

I generated data-led systems to manage and monitor performance-related targets for film (commercial and cultural) in order for the venue to better predict future trading patterns.

I developed and led the nationally recognised Dementia Friendly Cinema initiative, creating a whole new customer base and placing the Tyneside Cinema on the national map for accessible cinema projects.

Board, Animex International Animation Festival, Teesside University
July 2015 – July 2018

I was a member of the festival's advisory board, advising on programme.

Cinema Programme Manager, Tyneside Cinema
September 2009 – September 2015

The position combined the roles of head of marketing and film programmer.

I devised and achieved ambitious cultural and commercial audience development targets and created and delivered marketing and communications strategies.

I managed and delivered the Cinema's busy programme of films and events and ensured that year-on-year it reflected the needs and diverse nature of the Cinema's almost 200,000 customers. The venue welcomed over half a million visitors into its building year-on-year and won the Gold award for best cultural venue at the North East Tourism Awards in 2013.

During this period the Cinema saw unprecedented growth in brand awareness and admissions, moving from exclusively 'arthouse' to a more mainstream and relevant cultural destination for the wider public. This resulted in it achieving £1m in ticket sales for the first time in its history, and moving beyond that in subsequent years.

I led the marketing team through the launch of the Tyneside Bar Café, a new food and drink operator in Newcastle's busy city centre and The Gallery, the Cinema's dedicated visual arts space.

I led the Cinema's Individual giving and public fundraising campaigns, raising almost £200,000 from public donations using a variety of platforms.

I managed the Cinema's Friends scheme, taking it to the highest levels of membership ever seen, and turning over beyond £100,000 per year in sales.

My role as a member of the venue's senior management team, saw me input into major business planning processes for the venue and lead on pricing and target-setting.

I applied audience research and data as a central ingredient to grow audiences to unprecedented levels.

I managed a team comprising of full-time staff and subcontractors working across marketing/communications, PR, sales, programming and graphic design.

I managed the Cinema's Box Office function, devising day-to-day sales initiatives and incentives to keep trading up through leaner periods.

Visiting Lecturer: MA Film Studies Programme (Film Marketing and Programming), Newcastle University
March 2007 – present

Audience Development Manager, Tyneside Cinema
August 2008 – September 2009

Marketing and Communications Manager, Tyneside Cinema
December 2002 – August 2008

Marketing Officer, Tyneside Cinema
October 2001 – December 2002

Publicity Officer, Tyneside Cinema
September 2000 – October 2001

Administration Support Team Member (Education, Marketing and Programming), Tyneside Cinema
September 1997 – September 2000

Senior Customer Services Assistant, Tyneside Cinema
October 1994 – June 1998

Education

University of Sunderland
School of Business
September 1995 - July 1996

Degree: BA (Hon's) in Business Administration: 2:2

Newcastle College
September 1991 - July 1995

Higher National Diploma (HND) in Business and Finance: Merit (1995)
BTEC National Diploma in Business and Finance: Merit (1993)

Walbottle High School
September 1987 - July 1991

GCSE 9 grade B-D: English Language, English Literature, Mathematics, Art, French,
Combined Sciences and History.

Work-related courses and training

Common Purpose North East
Meridian (July 2011)

Designed to encourage new leaders across all sectors in north east England.

Newcastle Gateshead Initiative / Gateshead and Newcastle Arts Forum
Cultural Leadership Training Programme (December 2007)

Theatrical Management Association
Walking The Tightrope – Effective Management (January 2007)

A week long residential training programme offering management skills training for arts professionals.

Arts Marketing Association

Arts Marketing Association Member Representative (North) (2007 – 2011)

References

Available on request.