

# Marketing Manager

Create and implement effective marketing and PR strategies and devise innovative campaigns to drive the success of our stage and audience development programmes.

## **You'll be responsible for**

Delivering impactful marketing and audience development campaigns across the full marketing mix, that maximise ticket sales and energetically collaborate with others to create a brilliant audience experience, with customer loyalty at its heart.

## **What you will deliver: it's all about...**

### **...leading the customer experience**

Adopt and champion TRG Arts' loyalty model and devise innovative and creative means to deepen customer loyalty and engagement.

Work collaboratively with visiting companies, producers and marketing and PR agencies to ensure agreed marketing communication campaigns are delivered for all incoming shows.

Lead on the production of the season brochures and all other marketing collateral to agreed brand standards – on time and budget to maximise return on investment.

### **...leading on our brand**

Be HFC's brand champion, ensuring consistent use of brand guidelines in all communications across the organisation.

Oversee website and daily social media maintenance and content to maximise engagement and commercial sales.

Oversee communications and work with press reps/agencies to tell our stories and celebrate our successes.

### **...managing risk**

Ensure campaigns are fully integrated across all platforms, including website, print, direct mail, distribution, press, advertising, digital and social media.

Ensure all show campaigns are executed on time and to budget.

Comply with GDPR regulations in relation to all personal customer data and its usage and understand the importance of its guardianship.

### **...developing the business**

Use Spektrix, our CRM database, to provide insights and audience knowledge to drive business decisions and report upon KPIs.

Stay abreast of latest marketing and digital thinking and investigate new ideas that will enhance HFC's activities.

Effectively maintain and develop data systems to understand audiences and maximise ticket sales, including Dotdigital, Audience Finder and Culture Counts.

Support the marketing of the wider HFC offer, including fundraising campaigns and deepening understanding of our charitable aims.

### **...leading people**

Line manage a small team – inspire, lead and support the marketing team. Continually seeking opportunities for them to develop their skills and knowledge.

Use clear objective-setting and feedback loops, empower staff to achieve their goals and deliver an excellent service.

### **...making the link to our charitable purpose**

You will make sure that our customers have the opportunity to understand and value our work.

Liaise with fundraising and outreach teams to contribute to and support the team through digital storytelling, print, press, reporting and information gathering.

## ROLE PROFILE

### SCALE AND SCOPE OF THE ROLE

Reports to	Marketing & Business Development Director
Financial responsibility	Management of departmental budget
Line management	x2 Marketing Officers
Area of impact	Driving the day-to-day business and commercial targets of the Marketing team.
Nature of impact internal	<p>A skilled and creative marketing department with energised and efficient staff.</p> <p>Good communication with the Leadership Team and other key roles - contributing with good effect to forecasting meetings and strategic planning.</p>
Nature of impact external	<p>Oversee communications and work with press reps/agencies to tell our stories and celebrate our successes.</p> <p>Briefing and collaborating with graphic designers.</p> <p>Provide contract management for freelancers, agencies and mailing houses.</p>

### KNOWLEDGE, SKILLS AND EXPERIENCE NEEDED

Three years working in an arts, heritage or leisure organisation.

Able to devise and implement marketing strategies using the full marketing mix.

Proven delivery of innovative and successful marketing campaigns, with demonstrable results in achieving sales targets and developing new audiences.

Excellent knowledge of design, artwork and print production with experience in high volume print runs and mailings.

Sales and data-analysis techniques and experience of applying and utilising findings to drive business targets and growth.

Excellent writing skills – able to write creative copy for a websites, brochures and press releases.

Latest industry thinking on digital and social media marketing and comms techniques.

Proactive and calm approach to problem solving especially when under pressure, in a busy environment.

Budget setting and confidence in daily financial management.

Excellent proofing skills with an eye for strong imagery and design aesthetic.

Desirable - experience of ticketing, sales and box office related activities including Spektrix.

### HFC VALUES: HOW WE BEHAVE

When it comes to the future of Cornwall, to entertaining our diverse audience, to meeting people as they are and providing everyone with opportunities to experience the thrill and power of performance, **we're all in.**

#### Passion

We are dedicated, brave, heartfelt, loving.

#### Empathy

We are considerate, open, understanding, inclusive.

#### Grit

We are determined, tireless, grounded, focused.

#### Gusto

We are playful, enthusiastic, imaginative, hungry.