



Marlborough Productions: Marketing & Audience Development Manager **Callout**

Reading Level: Key Stage 5

Reading time: 8 mins

- **Job type:** PAYE, 18 month contract (with possibility of extension).
- **Hours:** Core days: Tuesday and Wednesdays, 10am - 6pm + one day to be worked flexibly by prior arrangement. Evening and weekend work will be required. Marlborough Productions operates a Time Off In Lieu (TOIL) system
- **Base:** Remote first, with in-person meetings and hot-desking days organised when required.
- **Project Locations:** National
- **Salary:**) £28,000 - £30,000 pro-rata dependent on experience @ 0.6 FTE (£16,800 - £18,000 per annum)
- **Pension:** People's Pension 2%
- **Holiday:** 16 days including bank holidays

Responsible to: Executive Producer

Responsible for line management of: Freelance posts, volunteers

Working with: Executive Producer, General Manager, Executive Director & Creative Director

Closing date: Friday 5th May 2023

Interview dates: W/C Monday 15th May 2023

HOW TO APPLY

Apply by sending a covering letter explaining how you are suited for the role (maximum 2 pages), an up to date CV and 2 references to david@marlboroughproductions.org.uk. We are also happy to accept other forms of introduction such as video or audio (maximum 5 min). Please send these in by **5pm on Friday 5th May 2023**. We will reply to all enquiries.

INTRODUCTION

Marlborough Productions is recruiting for a proactive and enthusiastic Marketing & Audience Development Manager to join our team. You will work with the Executive and Creative Directors to promote Marlborough Productions's programmes and projects. You will be joining a small, hard-working team at an exciting time for the organisation and we're looking for a self-starter and a team player.

We are particularly keen to receive applications from people of colour, black people, trans and disabled applicants, in recognition of the fact that these groups are currently underrepresented in the sector, and can guarantee an interview for all those who demonstrate how they meet the 'essential' criteria.

Marlborough Productions aims to provide an anti-oppressive environment for people from all backgrounds and does not discriminate based on race, national or ethnic background, citizen status, sexual orientation, gender, age, religion, disability, social economic status, nor immigration status. We acknowledge definitions of expression and inclusion will evolve. We are committed to continually revisiting this statement of inclusion in collaboration with the communities that we serve.

JOB DESCRIPTION

The Marketing & Audience Development Manager will devise, oversee and deliver marketing, communications and audience development strategies that promote the organisation's activities and brand, and meet targets and budgets. They will oversee the day-to-day operations of the Marlborough Productions's marketing function, including line management of freelance marketing support, interns and volunteers as applicable. They will also be responsible for setting and monitoring marketing budgets.

Core responsibilities include:

- managing digital development and delivery;
- creating and commissioning content for print and digital channels; managing print production and distribution;
- managing PR and advocacy campaigns;
- acting as brand ambassador;
- monitoring, evaluating and reporting on effectiveness of marketing and communications campaigns;

- undertaking research to develop targeted audience development campaigns;
- ensuring marketing and communications materials and messaging are accessible and inclusive;
- developing marketing partnerships and collaborations;
- coordinating and promoting the Marly Mates membership scheme;
- development and maintenance of the Marlborough Productions websites.

The Marketing & Audience Development Manager may also be required to manage digital advertising campaigns and to provide marketing support for development activity (fundraising campaigns, membership schemes) and commercial operations (merchandise sales).

These are the common strategic outcomes the above activity is designed to meet: raise awareness of the organisation's brand, values and activities; achieve income and audience targets; nurture existing audiences and develop diverse new audiences; maximise digital reach and engagement; enhance quality of audience experience; meet the needs of audiences, funders and other stakeholders.

TRAINING AND DEVELOPMENT

We will provide the successful candidate with on-the-job training in Wordpress & our new CRM System. For new managers we will also provide line management training.

We will consider arranging external training on the following topics:

- Data-driven marketing
- Making the most of your CRM system
- Understanding user experience
- Diversifying your audience
- Anti-racism, inclusivity and accessibility
- Website accessibility
- Digital exclusion
- Google Analytics and SEO – advanced
- Managing a team
- Sustainable marketing
- Mental Health First Aid

SPECIFIC AREAS OF RESPONSIBILITY INCLUDE:

Print

- Write and collate compelling, targeted copy for a range of audiences and media.
- Manage the design, production and distribution of print, either managing its design in-house or briefing external designers.

Digital

- Develop and deliver the digital strategy, measuring results, keeping abreast of trends and opportunities, and testing new innovations.
- Oversee website maintenance and development to ensure positive user experience, efficient functioning across all devices, and improved accessibility:
- Implement search engine optimisation and Google Analytics insights and manage relationships with web developers.
- Create, commission and curate dynamic and engaging content (including copy, images and videos) for the website, social media channels and e-newsletters.
- Ensure the Marketing Team nurtures social media audiences by responding to comments and questions, sharing relevant curated content and developing relationships with influencers and other online partners.

Data and evaluation

- Monitor, evaluate and report on the impact of work across all channels, using data from CRM, email marketing software, social media and Google Analytics, to optimise performance and inform future campaigns.
- Become an expert user of CRM – adding shows, managing cross-marketing and upselling functions, creating automated customer journeys – and develop training and support for colleagues.
- Oversee the maintenance and management of CRM data, and ensure all staff understand and adhere to GDPR guidelines.
- Undertake segmentation and audience profiling to create targeted audience development campaigns.

Communications

- Act as brand ambassador: ensure the organisation's branding guidelines are used consistently across all marketing channels and collateral, and clearly communicated with partners.

- Support internal communications, keeping staff up to date with organisational activity and promotional messaging.
- Ensure all digital and print marketing materials are accessible and inclusive (e.g. image descriptions, BSL trailers, legibility of graphics, website, inclusive language).

Media Relations and advocacy

- Devise and deliver press and advocacy strategy and/or act as lead contact for external press agencies.
- Create press releases and media packs, oversee distribution and recording of coverage achieved.
- Organise PR events, interviews, photocalls and media briefings as necessary.
- Develop positive relationships with local and national press and ensure a comprehensive database of media contacts is maintained.

Managing staff/relationships

- Line manage interns and volunteers as applicable, including objective setting, reviews and oversight of day-to-day tasks.
- Manage relationships with external suppliers where applicable, such as designers, content producers and media buyers.
- Develop strategic relationships with other arts and heritage organisations, local businesses and community groups, tourism partners etc for the delivery of mutually beneficial marketing campaigns and partnership working.

Other tasks

- Set and monitor marketing campaign budgets, tracking and reporting expenditure and ensuring activity is within budget.
- Attend relevant training and conferences to keep up to date with the latest trends and sectoral development.
- Attend organisation's events as required to ensure effective on the ground delivery of campaign materials and provide support where necessary.

PERSON SPECIFICATION:

Essential skills, qualities and experience

- A minimum of two years' experience working in a similar audience-centred role in marketing, communications or audience development, within an arts, cultural or similar context.
- Demonstrable experience of developing, delivering and evaluating marketing, communications or audience development strategies across online and offline channels to meet agreed KPIs and budgets.
- Experience of undertaking audience research and analysing data to maximise marketing opportunities, inform decision-making and measure impact.
- Confident in delivering digital marketing campaigns (across website, social media and email marketing) with demonstrable experience of growing audience reach and engagement.
- Experience of creating and commissioning impactful content (copy, visual artwork, videos etc.) for different audiences and channels.
- Good working knowledge of design and print production process.
- Strong understanding of how to manage media relations and brand integrity.
- Confident communicator with well-honed verbal, written and presentational skills and the ability to build positive relationships with a wide range of stakeholders, including colleagues, audiences, the media, partners and funders.
- Experience of line managing paid or voluntary staff with the ability to delegate and motivate.
- Confident advocacy, diplomacy and negotiation skills.
- Confident IT user, including:
 - Microsoft Office applications
 - CRM/box office systems
 - Wordpress content management systems
 - Social media channels (e.g. Facebook, Twitter, Instagram, LinkedIn, YouTube) and management tools (e.g. Hootsuite)
 - Email marketing software (e.g. Mailchimp)
 - Design and image editing software (e.g. Adobe Photoshop and InDesign)
- Strong understanding of GDPR requirements.

- Experience of managing a marketing budget to deliver cost effective and impactful outputs.
- Strong understanding of issues relating to equality, diversity and inclusion and of how to create accessible and inclusive marketing materials.
- Knowledge of, and enthusiasm for, the organisation's values and activities.

Desirable skills and experience

- Evidence of commitment to continued professional development.
- Demonstrable experience of working at leadership level.
- Experience of marketing fundraising campaigns and membership schemes.
- Experience of working on advocacy campaigns and making the case for organisational and sector support.
- Experience of working with the tourism and travel industry to develop audiences.
- Experience of filming and editing videos using software such as Adobe Premiere.
- Knowledge of the cultural landscape of the local area and its audiences.
- Knowledge on creation of accessible marketing materials and websites.

Abilities and personal qualities

- Well organised with the ability to work on multiple projects concurrently, meet deadlines and plan and prioritise workload.
- Ability to work supportively and collaboratively within a team, as well independently using own initiative.
- A creative thinker with a positive, flexible and solutions-focused approach.
- Committed to achieving high standards with the resources available.
- Willing to undertake the necessary training to contribute to the achievements of the organisation's objectives.
- Availability to work flexible hours including some weekends and evenings to fulfil the requirements of the job.

MARLBOROUGH PRODUCTIONS ORGANISATIONAL STRUCTURE

