

MARKETING MANAGER

JOB DESCRIPTION

- Responsible to:** Chief Executive and Artistic Director
- Responsible for:** Marketing & Admin Assistant (jointly with General Manager), Freelancers, Interns and Volunteers
- Hours of work:** Working hours are 10.00am-6.00pm Monday to Friday with a half hour unpaid lunch break. Out of office hours (including weekends) will be required, however a time off in lieu (TOIL) system is in operation.
- Contract period:** This post will be offered as a full time post, subject to a 3 month probationary period.
- Remuneration:** up to £25,000 dependent on experience.

Main objectives of the post

- To develop and implement marketing, press and PR plans in accordance with Jacksons Lane's business plan and artistic and participation policies.
- To increase and develop audiences and putting in place best-practice models of data collection
- To take a balanced and strategic approach to ensuring that all Jackson Lane's activities are sufficiently publicised and marketed
- To lead a small and dedicated marketing team and to be responsible for all aspects of marketing, press, PR and monitoring the how Jacksons Lane communicates internally and externally
- To develop the JL brand to broaden awareness throughout Haringey, London and the UK
- To develop an effective digital strategy and online presence
- To achieve agreed income generation targets, with specific reference to Box Office sales
- To liaise regularly with other departments including theatre, box office, operations, education and participation, bar and catering regarding audience development.

Marketing

To develop appropriate and cost effective marketing campaigns for specific areas of JL's operations and ensure that these are implemented and goals are achieved.

For the Theatre Programme:

- To co-ordinate with all visiting companies and artists to support their marketing initiatives
- To be responsible for all database marketing including direct mail and monitoring the database
- To develop special marketing initiatives, eg, calendar/seasonal events, ticket offers, group bookings, cross-selling of activities and promotions
- Budgeting and monitoring expenditure
- Producing publicity materials – including leaflets, eflyers/trailers and posters. This will involve copywriting, picture research/commissioning and briefing and working with graphic designers.
- Monitoring and evaluating all show campaigns, including statistical analysis.

For Creative Learning:

To liaise with relevant tutors and any Education or Creative Learning officers to assist their press and marketing initiatives

General marketing:

- To develop and maintain the marketing of Jacksons Lane through its own website, the internet, social and digital media and email
- To organise, implement and evaluate regular market, audience and customer research to inform strategic planning and monitor progress towards audiences, users, booking patterns and income generation targets.
- To work with other venues to increase visibility and exposure by swapping mailing and email lists
- Planning and implementing a strategy to promote Jacksons Lane and its work to the general public, stakeholders, local councillors, businesses and residents.
- Researching and establishing a 'library' of communications networks to reach audiences locally.
- Finding effective ways to build and maintain links with interest and activity groups in the local area.
- Develop a database of community contacts
- To oversee and co-ordinate all printed publicity material (seasonal brochures, leaflets, posters etc), to meet the necessary deadlines, including all copywriting, liaison with graphic designers and printers, artists and companies
- To ensure the accuracy and integrity of Jacksons Lane's website.
- To co-ordinate with FOH to ensure that marketing displays, both internally and externally in the foyer area are used effectively and updated as necessary.
- To oversee the promotion of Jacksons Lane externally, through networking events and actively attending work at other venues.

Press

- To create and develop media opportunities and maintain good relationships with both local (London Borough of Haringey), regional London-based and national media through press releases, listings and editorial coverage
- To respond to incoming enquiries for information from the public and the press and to provide first port of call service to the press.
- To set up briefings, press conferences, photo calls and interviews as required.
- To write and distribute press releases.
- To circulate media activity to staff, funders and Board.

Development

- Support the Chief Executive and team where necessary to create marketing/development schemes, eg friends schemes and naming campaigns.
- Support the Chief Executive and team where necessary with funding applications and corporate sponsorship packages.

Other duties

- To control and monitor budgets relating to the annual marketing, press and PR spend as agreed by the Chief Executive.
- Review/evaluate marketing & press activity to ensure it meets the needs of JL.
- To prepare regular written reports for Senior Management team as required.
- To work with Box Office to monitor sales, generate reports and drive bookings through targeted offers.
- To contribute to the preparation of core grant applications as required.
- To act at all times in accordance with JL's equal opportunities policy.
- Regularly attending shows including press nights and other special events.
- Remaining up to date with developments in theatre and marketing practices.
- Attend and report at regular meetings including staff meetings and appraisals.
- To undertake any other duties as may be reasonably requested by the Senior Management Team.
- To ensure the continued professional development of those staff directly line managed.

PERSON SPECIFICATION

	Essential Criteria	Desirable Criteria
Experience	<ul style="list-style-type: none"> • 18 months of experience of arts marketing across a range of art-forms. • Experience of creating and collating copy and images from a wide range of sources for brochure production • Experience of using computerised box office systems for marketing reports • Demonstrable research skills • Excellent budget control • Experience of designing and implementing a successful digital strategy 	<ul style="list-style-type: none"> • Experience of line managing staff • Experience of liaising with freelance graphic designers, printers and working with the press • Experience of Spektrix Box Office System • Experience of Your Mailing List provider • Experience of working with CMS software for websites
Skills	<ul style="list-style-type: none"> • To be able to proactively seek media initiatives, analyse current media trends and identify opportunities • Clear and concise copywriting skills to tight deadlines • Excellent computer literacy including Microsoft Office, producing spreadsheets and working with databases 	<ul style="list-style-type: none"> • Use of graphic design software including Photoshop and InDesign
Knowledge	<ul style="list-style-type: none"> • Knowledge and experience of liaising with the media and the ability to develop and maintain a network of media contacts in local, national and specialist press • Knowledge of contemporary theatre and arts scene • Knowledge and understanding of effective customer care 	<ul style="list-style-type: none"> • Knowledge of key press contacts, locally and/or nationally
Personal Attributes	<ul style="list-style-type: none"> • A passion for working in a busy Arts and Community hub • Confident and self motivated • Excellent written and verbal communication skills • Ability to prioritise and work under pressure • Confident and successful at networking • Proactive and dynamic approach • Good team player, happy to contribute to all aspects of running a successful theatre and arts centre 	

OTHER DETAILS

Salary:	Up to £25,000 per annum depending on experience
Hours of work:	37.5 hours/week exclusive of a 30 minute lunch breaks
Usual working hours:	10am – 6pm.
Holidays:	28 days/annum including public holidays. Holiday year runs from April to March.
Application deadline:	10am on Monday 27 February 2012.
First Interviews:	Provisionally, Wednesday 29 February 2012.

- This is a fulltime position. Evening work and some early mornings will be required to attend cultivation events, networking or fundraising events. No overtime will be payable, however a TOIL system operates within the organisation. Core office hours are 10am – 6pm, Monday – Friday.
- Probationary Period: the appointment will be subject to the satisfactory completion of the probationary period of 3 months. This may be extended at the discretion of the Chief Executive.
- Holidays: 28 days/annum including public holidays. Holiday year is April to March. Notice period: one week during the probationary period, thereafter one month in writing
- Place of employment: Jacksons Lane, 269a Archway Road, Highgate, London N6 5AA
- Access for people with disabilities: we will ensure that access requirements are assessed and met, by making reasonable adjustments to the role and the working environment, and by providing equipment and support.

It is a requirement that all staff work in a flexible manner compatible with their jobs and in line with the objectives of Jacksons Lane. Please note that the job description for this position may be reviewed and amended to incorporate the future needs of Jacksons Lane.