**JOB DESCRIPTION**

**Job Title** Marketing and Communications Manager

**Responsible to** Head of Development and Communications

**Responsible for** Freelance marketing staff

Salary Up to £26,000 per annum, depending on experience

**About Wilton’s**:

At Wilton’s we offer a vibrant blend of culture, heritage, learning and participation through a programme of imaginative productions and activities. We give opportunities to emerging artists and present a year round programme that includes exceptional live music in all its forms from world-class concerts to cabaret and opera, alongside vibrant, bespoke theatrical productions, within a grade two star listed building, which is the oldest surviving grand music hall in the world.

**MAIN PURPOSE OF POSITION**

The Marketing and Communications Manager is a key member of our team and will be responsible for driving all marketing and communications activity for Wilton’s including our cultural programme, learning and participation programme and our commercial offer, creating effective and creative marketing strategies across print, broadcast and new media. The Marketing and Communications Manager will work closely with all departments to engage new audiences in all aspects of our work and grow income across the board, taking the lead on ensuring that Wilton’s outward-facing message is strong and clear and that the brand is understood and consistent.

This is a very exciting time to join Wilton’s in which the successful candidate will contribute to a period of high growth and change at one of the UK’s best-loved venues. We are looking for someone with a proven track-record of marketing and sales management in a similar organisation with a passion for the performing arts and a natural creative flair.

**DUTIES AND RESPONSIBILITIES**

**Strategy and Planning**

* In consultation with the Head of Development and Communications and the Executive Director manage the annual marketing budget, setting and monitoring any targets given to freelance marketing individuals and/or companies.
* Work with the Executive Director and Head of Development and Communications to set financially robust and achievable ticket sales targets for the cultural programme.
* Working with the Head of Development and Communications and Box Office Manager to set price structures for the cultural programme.
* Create and implement a fully integrated marketing and PR strategy, incorporating an innovative and creative marketing mix covering digital, print, broadcast and new media.
* Regularly undertake benchmarking and evaluation of marketing and communications strategy to ensure that Wilton’s brand continues to be innovative and competitive within the industry.
* Create an audience development plan, regularly monitoring data to ensure we grow audience engagement and that all communications are well targeted.
* Deliver the marketing and communications strategy to any freelance marketing staff and external marketing companies.
* Working with the Archive and Interpretation Manager to ensure that all marketing materials are archived.

**Communications, Messaging and Digital**

* To formulate all messaging including PR, marketing and development.
* Liaising with Head of Development and Communications and Executive Director to ensure consistent message across all media.
* Develop an effective internal delivery strategy to provide clear communication and briefing sessions to core front-line staff.
* Work with the Box Office Manager to create box office notes for box office staff so that they are well briefed on all shows and events and ensure a consistent level of good customer service.
* Work with the Box Office Manager to manage any third party ticket agencies and their sales.
* Design website alterations and improvements and upload all relevant information onto Wilton’s website.
* Manage social media content and activity, engaging with our digital audience as much as possible.
* Prepare regular content and send out e-shots to the Wilton’s mailing list.
* Work with the Box Office Manager to put all shows and events on sale and ensure that timescales are effectively communicated to staff, companies and potential markets.

**Data and Evaluation**

* Act as Systems Administrator of the organisation-wide CRM database, Spektrix, ensuring all recorded data is as accurate and clean as possible.
* Design and regularly run Spektrix segmentation and reporting to help track sales and target progression.
* With the Head of Development and Communications, regularly review and improve data collections across the organisation, implementing innovative evaluation methods to inform business and programming decisions.
* Work with colleagues across the organisation to ensure that all opportunities for data collection are utilised.
* Carry out audience analysis on a regular basis to inform programming and marketing decisions.
* Oversee Wilton’s data protection policy, keeping up-to-date with relevant legislation.

**Branding**

* Ensure a consistent design style for the brand, which always meets brand guidelines.
* Ensuring all staff members use consistent font and branding on all documents, including emails, both internal and external.
* To design, or have designed, all marketing material for Wilton’s.
* Overseeing all FOH displays ensuring that print is up-to-date and that current visiting company information is displayed.

**PR and Media Relations**

* Manage the relationship with Wilton’s PR, attending regular meetings and working with them on each seasonal press release and all press events.
* Working with the Wilton’s PR to create personal relationships with the press.
* Oversee all press nights including the creation and administration of invite lists, working with the Wilton’s PR to manage the evening and ensure any follow up is completed in a timely manner.
* Sharing press coverage complied by Wilton’s PR with staff, Board and key stakeholders where appropriate.
* Updating website, social media and adverts with updated press quotes and stars.

**Cultural Programme**

* To work with all of the incoming visiting companies and producers to collect and collate all of the marketing information, proofing copy, reworking into house style for both brochure, leaflet and website and working with their images.
* Monitoring the use of Wilton’s logo and branding on all visiting company information.
* Negotiating marketing contras where appropriate and maximising opportunities for partnerships, working to achieve cost effective and creative marketing campaigns.
* To work with a wide range of organisations locally, nationally and where appropriate internationally to swap marketing information and cross-promote events.
* Design, or oversee the design of, the seasonal brochure.
* Direct the marketing campaign of all in-house productions, including producing a wide range of digital marketing materials including display advertising, social media content and email marketing campaigns as well as overseeing the production of print marketing materials, including flyers and posters.

**Learning and Participation, Development and Commercial Promotion**

* To work with the Learning and Participation Manager to create all L&P marketing and ensure that it is correctly branded and is part of the marketing strategy.
* To work with the Head of Development and Communications to create a Friends Newsletter (currently quarterly but may be reviewed) which currently includes producing flyers to advertise memberships, maintaining and updating the support page on the website, assisting with Spektrix administration. Ensuring that Friends are correctly credited where appropriate.
* Marketing the bar and food offer at Wilton’s in consultation with the Head of Commercial Services and Operations.
* Explore merchandise as an income-earning stream for Wilton’s.

**General**

* Cover Box Office duties when needed.
* To champion the vision of Wilton’s.
* To attend performances at Wilton’s and elsewhere as required.
* To act as a spokesperson for Wilton’s as appropriate.
* To undertake any other duty as might reasonably be required by the Executive Director or the Head of Development and Communications.

**REVIEW ARRANGEMENTS**

This job information cannot be all encompassing. It is inevitable over time that the emphasis of the job will change, without changing the general character of the job or the level of duties and responsibilities entailed. Consequently, this information will be periodically reviewed, revised and updated in consultation with the post holder to reflect appropriate changes.

**PERSON SPECIFICATION**

**Essential**

Substantial and provable experience of managing marketing activities in in the arts of comparable sector, attracting diverse audiences using a varied and engaging marketing mix.

Experience of managing and developing a CRM database and related ticketing systems (preferably Spektrix).

Experience of contributing to pricing strategies ideas for developing revenue streams and setting and delivering sales targets.

Advanced DTP and digital marketing skills, with experience and knowledge of advances in technology and digital media.

Ability to develop effective and persuasive communications, with strong creative flair and attention to detail.

Experience of running integrated advertising campaigns.

Experience of working with a diverse range of visiting artists and companies.

Organisational, scheduling and planning skills, including an ability to prioritise a sizeable workload and delegate tasks accordingly.

Good interpersonal skills, enthusiasm and a flexible approach.

A keen interest in the performing arts.

**Desirable**

Experience of marketing and sales for commercial activities.

An understanding of marketing learning and participation activities.

Knowledge of brand implementation and development.

An understanding of a receiving theatre.

**CONDITIONS**

Contract: Permanent

Hours: 40 hours per week, on average across each calendar month.

On occasion the post holder may be required to work evenings, nights and weekends for which no additional remuneration will be offered.

Annual Leave: The annual leave year runs from January to December, and you will be entitled to 25 days pro rata per annum plus bank holidays.

Notice Period: Two months

**APPLICATION FORM – MARKETING MANAGER**

You may apply by enclosing a CV but please ensure it includes the information requested below.

Applications may be made in any format you feel most comfortable with (eg large print, tape, Braille or British Sign language on DVD or video). When using an alternative format, please use the same headings.

Applications can be sent by email or post but must arrive by 12.00 on Monday 12th December 2016. Please send applications to:

Via email to - Becky Ruffell: b.ruffell@wiltons.org.uk

Via post to - Becky Ruffell, Wilton’s Music Hall, Graces Alley, London, E1 8JB

**Personal Details**

|  |  |
| --- | --- |
| Surname |  |
| Forenames |  |
| Title |  |
| Address |  |
| Postcode |  |
| Email |  |
| Phone/mobile |  |
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| --- | --- |
| **Employment History** | |
| **Present or most recent employment** | |
| Employer’s name, address and postcode |  |
| Current job title or position |  |
| Date appointed |  |
| Current salary |  |
| Notice period |  |
| May we contact you at work? | **Yes / No** |
| Brief description of your duties: | |
| **Previous employment** | |
| Please give details of employers, starting and leaving dates, position held and reasons for leaving. Please make copies of this sheet if you need extra space. | |
| Employer’s name, address and postcode |  |
| Date appointed |  |
| Leaving date |  |
| Job title or position held and main responsibilities |  |
| Salary |  |
| Reason for leaving |  |

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| **Education and Training** | | |
| Please give details of educational achievements or results, which you believe may be relevant to the post. If you are successful in gaining this post you will be required to produce original documentation for relevant qualifications. | | |
| Name and address of place of study or training (including any school/academic or on the job training) | Dates | Qualifications |
|  |  |  |
| **Your interest in the post** | | |
| Please tell us why you think you are the most suitable person for the job by referring to the job description and person specification. Also refer to any previous experience and transferable skills you think may be relevant. This may include voluntary work, community involvement, leisure interests or hobbies. Please continue/make copies of this page if necessary. | | |
| **References** | | |
| Please give the name of two referees, one of whom should be your present or most recent employer. We will not contact your referees without your express permission but any offer of employment will be made subject to satisfactory references. If you have any questions about this, or any other aspect of the application process, please contact us before you return the form. | | |

**Referee 1**

|  |  |
| --- | --- |
| Name |  |
| Position held |  |
| In what capacity did/do you know them (eg employer, line manager, tutor) |  |
| Contact address |  |
| Email |  |
| Phone |  |

**Referee 2**

|  |  |
| --- | --- |
| Name |  |
| Position held |  |
| In what capacity did/do you know them (eg employer, line manager, tutor) |  |
| Contact address |  |
| Email |  |
| Phone |  |

**Access requirements for interview**

We hope to interview during the week 24th October and to appoint shortly thereafter. Since there will be a short turnaround time between shortlisting and interview, it would be useful to know if you have any access support needs for interview – please indicate below. Note that this has no bearing on the recruitment process and is purely to facilitate interviews.

|  |
| --- |
| **Criminal Convictions** |
| As this position could bring you into contact with children and/or vulnerable adults, it is necessary for you to have a DBS check prior to working with Wilton’s Music Hall. We will arrange for this check to take place and will cover all related costs. Please note that if you are unwilling to undertake this check or there is found to be a concern with the result, it will not be possible for you to work at Wilton’s Music Hall. |
| Do you have any current convictions, which have not been spent under the Rehabilitation of Offenders Act 1974?  If yes, please give details:  Please note that this will not necessarily disqualify you from being appointed. |

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| **Right To Work** |
| Do you have the right to work in the UK? **Yes / No**  If no, please give details:  If you are appointed to this post you will be asked to provide original documentary proof. |

**DECLARATION**

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| **Please note any false information given in this application will invalidate any resulting job offer**  **I consent to Wilton’s Music Hall holding the data above and confirm to the best of my knowledge that the information on this application form is true and correct and can be treated as part of any subsequent contract of employment:** |
| Name  Signature  Date |

**Confidential Equality & Diversity Monitoring Form**

**In order to monitor the effectiveness of our monitoring policy, although not a requirement we would be grateful if you would complete this form**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Position applied for |  | | | |
| Date |  | | | |
| Please mark **X** in the appropriate box (you will need to overwrite the box symbol with your **X**): | | | | |
| Please indicate your gender | | Female  🞏 | Male  🞏 | Prefer not to answer  🞏 |
| Do you consider yourself to have a disability? | | Yes  🞏 | No  🞏 | Prefer not to answer  🞏 |
| Please indicate your ethnicity | | Asian or Asian British  Black or Black British  Any other mixed background – please describe  Caribbean  Chinese  Irish  White British  Any other ethnic group – please describe  Prefer not to answer | | 🞏  🞏  🞏  🞏  🞏  🞏  🞏  🞏  🞏 |
| Please indicate your age range | | 65+  55-64  45-54  35-44  25-34  18-24  Prefer not to answer | | 🞏  🞏  🞏  🞏  🞏  🞏  🞏 |
| Where did you see this post advertised? | | | |  |