

JOB DESCRIPTION

Job Title:	Marketing Executive
Directorate/Team/Venue:	Communities, Culture & Heritage
Reporting to:	Senior Marketing Manager

JOB PURPOSE

The purpose of this role is to manage communications marketing campaigns and activities for the Foundation's commercial venues as outlined in the Communications, Marketing and Engagement strategy, which supports the delivery of our Strategic Plan.

The focus of the role is on promoting Broadway Cinema & Theatre and Standalone Farm while building brand awareness for each venue among our target audiences across multiple channels.

This role brings together the core marketing and communications disciplines to allow an integrated, flexible and collaborative approach to delivering our commercial objectives. These disciplines include:

- Advertising (print and digital)
- Content Marketing
- Social Media
- PR
- Internal Communication
- Events
- Analytics & Data
- Branding & Design

You will plan, implement and evaluate integrated campaigns.

You will lead on maintaining existing customer relationships – specifically focussing on integrating existing Broadway Cinema customers with the new loyalty/communications system. This also entails creating engaging communications and marketing activities while working with the team to identify and develop potential audiences.

The emphasis of our strategy is on enabling colleagues to shape their communications and marketing activities, so this role will require you to be confident in guiding and supporting where needed and using your judgement to lead where necessary.

While the focus of this role is on our commercial venues, you will support colleagues in the wider team as and when priorities change and workflow allows.

MAIN WORKING CONTACTS

Internal: Senior marketing Manager, Head of Marketing and Communications, Research and Evaluation Manager, Marketing and Communications Team, Venues Manager, Venues Teams.

External: Website hosting and design providers, designers, advertising providers/media.

KEY AREAS AND TASKS

Commercial Venues

- With the guidance of the Senior Marketing Manager, take day-to-day responsibility for the implementation of the paid loyalty/Movio CRM system – this includes the delivery of campaigns, measurement and reporting, and development of the system.
- Regular liaison with venues Operational Manager, venues manager and teams
- Ad hoc support of venues teams where required and appropriate.

Campaign Development, Delivery & Evaluation

- Lead on the planning and management of campaigns across a range of channels, including websites, email, social media, print and events.
- Collaborate with team members to agree a programme of targeted digital marketing, working with the Digital Marketing Apprentice.
- Lead on the creation and delivery of social media and website content plans for Standalone Farm and Broadway Cinema and Theatre.
- Carry out campaign evaluation to promote continuous development.

Content Production and Copywriting

- Collaborate to produce a range of content, tailored to our diverse audiences, including press releases, blogs, Q&As, e-shots, newsletters, digital and print adverts, posters, web copy and social media posts.
- Create briefs for videographers to develop ideas for digital content that raises awareness of our commercial services.

Design and Branding

- Create content for our marketing and communications activities such as flyers, posters, web banners and social media assets.
- Draft briefs to external design agencies, ensuring that deadlines are met.

Information and Data

- Use audience data, insight and research to shape our strategies and plans, with an emphasis on attracting new audiences.
- Proactively track performance through ticket sales.

Budgeting and Value for Money

- Track spend ensuring we get a good return on investment.
- Request quotes from suppliers to ensure value for money.
- Work across the team to carry out procurement exercises to match the right supplier to the required work.

Training and Development

- Show commitment to continuous personal and professional development, proactively seek feedback on performance and keep abreast of best practice and industry developments.
- Prepare for and contribute to 121s and team meetings.
- Share new approaches, methodologies and creative approaches.