


Job Description

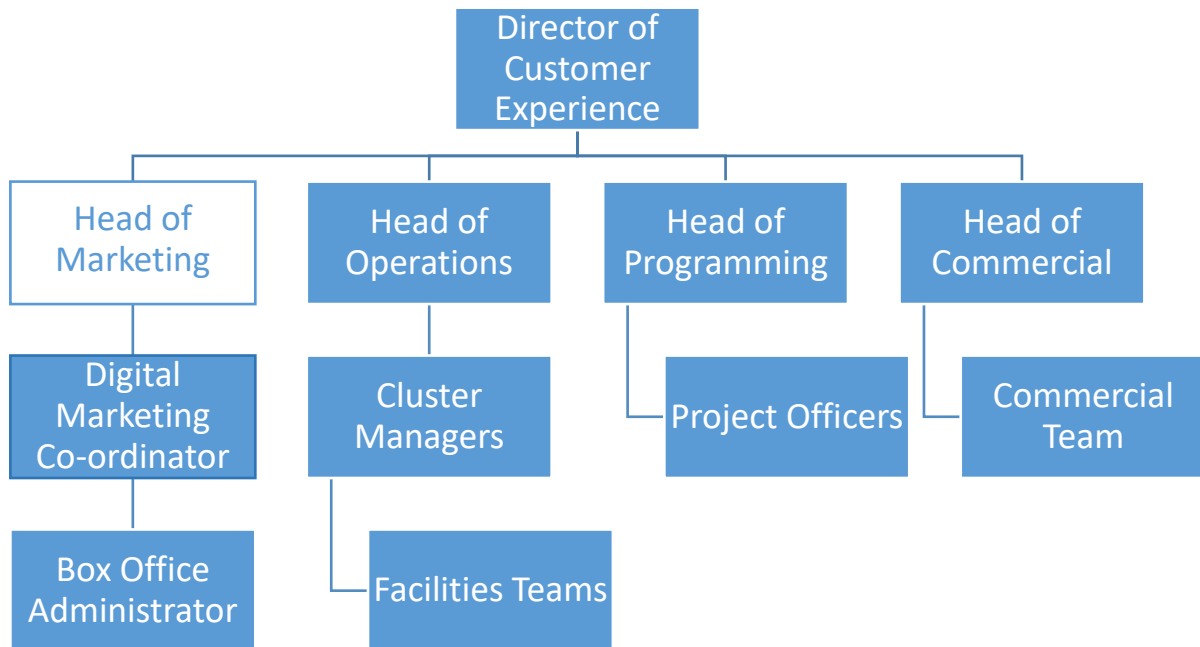
Post Title: Head of Marketing

	Job Title	Head of Marketing
	Salary	M1
	Period	Permanent
	Reports to	Director of Customer Experience

JOB PURPOSE:

We seek an experienced professional to deliver an effective marketing function and to manage the day to day work of the marketing team. The priorities specified for the role are to manage all marketing, promotions, signage and communications throughout the organisation. To maximise box office revenues by delivering timely and effective marketing campaigns for all shows and to work with the Digital Marketing Co-Ordinator on social media and digital plans and implementation.

ORGANISATION CHART:



PRINCIPAL RESPONSIBILITIES:		%
1	Manage the day to day running of the marketing team including the Digital Marketing Co-Ordinator and the Box Office Administrator. This will include managing campaign planning and implementation, producing the What's On brochures, budgeting, ensuring timely communication with promoters and producers and working with the commercial team to maximise exposure of the trusts activities.	45
2	Work with the Director of Customer Experience and Head of Public Programmes to increase ticket sales and maximise box office revenue by delivering timely and effective marketing campaigns for all shows and events working to an annual income target in excess of £350k.	15
3	Work with the Director of Customer Experience to track and analyse performance, sales and audience data to report to funders and inform the Trust audience development strategy.	10
4	Work with the Digital Marketing Co-Ordinator to devise content ideas and social media campaigns, including paid adverts, for event promotion.	10
5	Report on marketing activity sharing insights with internal colleagues and external funders and organisations.	10
6	Complete administration and finance tasks, including purchase ordering in a timely and professional fashion as well as any other tasks deemed necessary by the Director of Customer Experience.	10

DIMENSIONS:

Supervisory Management: Digital Marketing Co-Ordinator and Box Office Administrator.

Financial Resources & Responsibilities:

- Marketing budget up to £80,000 per annum. This includes project based budgets for NPO & TAP.
- Achieve a box office income target of £350k.
- Ensure that the Christmas programme including Stockwood Illuminated achieves its combined sales target of £180k.
- Assist the commercial team with the marketing of conferencing, hires and weddings maximising income from these revenue streams.

Work Ethos:

Respect colleagues and work together to achieve high standards of customer excellence in all our work. Produce reports against targets for budgets and performance KPIs to Leadership Team. Work flexibly and positively to achieve the business objectives of the Trust.

About the Trust:

Established in 2008, the Culture Trust, Luton is a vibrant and progressive independent charity and our mission is **'to connect communities through culture'**. We do this through our accredited museums,

theatres, galleries, creative workspaces and Arts Centre in Luton. We attract over 250,000 visits per annum to our sites: The Hat Factory Arts Centre, Hat House and Hat Works creative workspace, Wardown House Museum & Gallery and Stockwood Discovery Centre Gardens & Museum.

We present multi-cultural and year-round programme of events, exhibitions, workshops and performances. We co-produce activity with our community, partners, Museum Makers volunteers and team of cultural experts. We support creative talent and skills by providing opportunities, platforms and cultural career progression for over 15,000 young people. We care for a collection of over 90,000 museum objects and 1.5 million photographs and maps.

We hold the most extensive and complete hat and headwear collection in the UK and the best collection of Ian Hamilton-Finlay sculptures in England. We own and care for listed heritage sites, buildings and gardens and we are committed to the adaptive re-use of heritage for cultural purposes and community use. As a charity, we are able to use our valuable core funding from Luton Rising and Arts Council England to lever additional funding into cultural activity in Luton, heritage care and conservation and in celebrating our diverse communities through culture.

Physical Effort:

Some physical effort is required on a regular basis in order to:

- Move within Culture Trust buildings, between sites and programmed spaces.

Other:

- Able to work across all Culture Trust sites when necessary to support other teams in order to meet the business requirements of the organisation. The post holder will be based at The Hat Factory Arts Centre and will be required to be in the office on a daily basis.
- Able to work evenings and weekends as required.

Trust Standards:

Post holder will be provided with a full induction outlining the standards and expectations of Trust employees.

Working Environment:

Working across the Trust sites but primarily based at Hat Factory, hot-desking and agile working as required.

Equalities:

The post holder will ensure that policies, procedures and activities for service delivery are revised and/or implemented in a way that supports equality for all. These activities should also reflect The Culture Trust's commitment to work in active partnership with the community to regenerate Luton and to improve the quality of life for all who live, work or visit the town.

Person Specification

This acts as selection criteria and gives an outline of the types of person and the characteristics required to do the job.

Essential (E): without which candidate would be rejected

Desirable (D): useful for choosing between two good candidates

Please make sure, when completing your application form, you give clear examples of how you meet the essential and desirable criteria.				
Attributes	Essential	How Measured	Desirable	How Measured
Experience	5+ years at Marketing Manager level within a arts & culture organisation.	1,2		
	Experience of multi-tasking across projects	1,2		
	Experience of using Spektrix or a similar Box Office system	1,2		
Skills/Abilities	Excellent written and oral communication skills, including proven copy writing skills.	1,2		
	Ability to design and deliver activity in public/ /community settings.	1,2		
	Ability to use IT, computer and digital platforms, including social media	1,2		
	A strong team player and communicator	1,2		
	Strong communication and presentation skills.	1,2		
	A commitment to achieving high standards with the resources available.	1,2		
	Strong organisational abilities	1,2		
	Self-motivation and ability to work on own initiative.	1,2		

Please make sure, when completing your application form, you give <u>clear examples</u> of how you meet the <u>essential and desirable</u> criteria.				
Attributes	Essential	How Measured	Desirable	How Measured
Equality Issues	A commitment to championing diversity at every level of the organisation with knowledge of a diverse range of cultures and a proven ability to work with people from a wide variety of backgrounds.	1,2		
Education and Training	Willingness to learn and to undergo professional development as appropriate	1,2		
Other Requirements	Flexible approach to working, including the ability to work unsocial hours.	1,2		

1 = Application Form 2 = Interview 3 = Test 4 = Proof of Qualification 5 = Practical Exercise

NB: This job description reflects the requirements of The Culture Trust, Luton. The role and duties of the post are subject to change in line with the future development of The Culture Trust, Luton. The Culture Trust, Luton reserves the rights to make such changes as are necessary and any changes required will be discussed with the post holder as appropriate.

We will consider any reasonable adjustments under the terms of the Equality Act (2010) to enable an applicant with a disability (as defined under the Act) to meet the requirements of the post.

The post holder will ensure that The Culture Trust's policies are reflected in all aspects of his/her work, in particular those relating to:

- (i) Equal Opportunities
- (ii) Health and Safety
- (iii) Data Protection Act (2018) & General Data Protection Regulation (2018)