



Marketing Manager

Department: Audiences

Salary: c£30,000 per year

Deadline for Applications: Thursday 30 September 2021, 12pm

Interview Date: W/C 4 October 2021

Permanent

Job Description

Job title: Marketing Manager

Responsible to: Head of Marketing and Digital

Responsible for: Marketing Campaigns Officer
Marketing Assistant

Main purpose of job

To plan, develop and execute campaigns for Programmes and Engagement projects, Mid-scale and Concert performances. Support Head of Marketing and Digital on mainscale opera production campaigns and implementing audience development initiatives as outlined in the Audiences and Marketing Strategies.

Key responsibilities

Plans, leads and delivers strategic campaigns to achieve target for Programmes and Engagement projects, concerts and all other non mainscale performances. Ensures campaigns are delivered to schedule and on budget

- Working collaboratively with relevant personnel from other WNO departments and Head of Marketing and Digital, agree on sale process, ticket pricing and details of marketing promotion/split
- Utilise existing data, analysis and research to inform campaign planning including information on audience and activity response rates / ROI
- Create and manage campaign plans to achieve target, including monitoring box office, reacting to trends and taking remedial action as required to maximise sales.
- Manage campaign budgets on an ongoing basis ensuring campaigns are delivered within budget.
- Initiates and maintains strong working relationships with venue partners to achieve marketing objectives including day to day contact, leading planning meetings and leading on marketing campaigns
- Ensure all marketing campaigns adhere to WNO house style, and Welsh Language Standards.

Provides mainscale campaign support to Head of Marketing and Digital to ensure activity is delivered efficiently and to budget.

- Support on all other campaign activity including generating copy and briefs, proofing and implementing activity as requested by Head of Marketing and Digital
- Oversees media buying for WNO in collaboration with Head of Marketing and Digital
- Proactively contribute marketing campaign planning and creative ideas for all marketing campaigns

- Researches and writes engaging editorial for marketing campaigns, as well as news stories for wno.org.uk
- Manage a direct marketing programme including copy generation and data extraction, in line with campaigns developed and agreed by Head of Marketing and Digital and partner venues.
- Work with Head of Marketing and Digital and Audience Insight Analyst to review seasonal reporting and analysis to contribute to future strategic planning.

Inputs into Marketing and Audience Strategies drafted by Director of Audiences, and manage and implement audience development initiatives as required to achieve objectives for those projects

Performing any other reasonable tasks or duties commensurate with the role as requested.

General

- To cooperate with us in complying with relevant health and safety legislation, policies and procedure in the performance of the post. The post carries responsibility for Health & Safety issues at level 6 (see attached).
- To behave in accordance with our values
- To maintain confidentiality and observe data protection and associated guidelines where appropriate.
- To ensure compliance with our policies and procedures at all times

The duties in this job description are not exhaustive and may be altered at any time to reflect the changing needs of the organisation.

Person Specification

Marketing Manager

Skills, knowledge and experience:

- Proven track record in Marketing, ideally but not essentially in Arts Marketing.
- Significant campaign experience, including evidence of developing creative and strategic marketing plans
- A team player who has a strong sense of their own individual responsibility and can work on their own initiative.
- Good organizational and planning skills and must be able to deal with multiple projects simultaneously
- Copy writing skills
- Experience of achieving demanding targets.
- Confident and enthusiastic about working with audience analysis
- Experience of handling budgets successfully.
- Experience of customer databases with a strong understanding of GDPR
- Propensity to learn new applications quickly and to a high level of competence.
- Excellent customer service skills.
- Motivated and committed
- A confident communicator with audience members, theatre staff and internal colleagues
- Experience of working with Tessitura.*
- An interest in the arts*
- Ability to write and speak Welsh*
- Welsh language speaker/writer *
- Understanding of GDPR legislation *

Points marked with an asterisk (*) are desirable rather than essential.

Team Structure

Health and Safety

Individual Responsibilities

All Employees

(Level 6)

Every employed person, including Managers.

Responsibilities

All employees are responsible for: -

The observance and implementation of rules and systems which are derived from the Health and Safety Policy and the arrangements for its implementation.

Taking reasonable care for their personal health and safety and that of fellow employees and others who may be affected either directly or indirectly by their acts or omissions at work.

Reporting promptly to the appropriate Manager potential or actual hazards and defects.

Taking part in any health and safety training considered by the Company to be necessary in order to comply with the Company Health and Safety Policy and current legislation.

Knowing the correct action to be taken in the event of an accident, fire or other emergency.

Co-operating with Management and other employees in meeting statutory requirements.

Not interfering with or misusing anything provided to protect their health, safety or welfare which is required by legislation and using any machinery, equipment, substance or safety device in accordance with any training and instruction.