

MARKETING MANAGER // JOB DESCRIPTION

Primary Purpose

To lead on the delivery of our marketing plan to develop audiences, engage the local community in our events and support our work with young people. Your role is to make SAL's work exciting to non-arts attenders and to maintain the public face of Strike A Light. You will work closely with the Strike A Light team, community and audience to lead the marketing vision for the organisation.

Specific Duties and Responsibilities

- To develop and implement marketing plans and schedules for SAL events
- To support the marketing of our participation and producing work through print, online marketing and advertising
- To lead on the creation of an organisation marketing and communications plan and brand identity, working closely with the Artistic Directors and Executive Director
- To devise and deliver grassroots level marketing activity to complement traditional marketing channels
- To oversee print production and distribution when required
- To make effective use of our website, social media channels and mailing lists to promote our activities and increase audience figures and sales
- To write engaging, accessible copy
- To use social media monitoring tools and Google Analytics to track, understand and report on online engagement
- To make effective use of press, online listings, blogs etc to increase our reach
- To manage the maintenance of the website
- To liaise with visiting companies to secure assets and content to promote their show
- To work with the Producer to ensure our box office system and marketing channels work effectively together to increase cross-selling and develop a better understanding of our audiences
- To use audience data to support the organisation's planning
- To manage marketing budgets and identify cost effective ways of reaching potential audiences
- To market and support fundraising campaigns including growing our base of supporters
- To support in graphic design of key Strike A Light documentation, including the Annual Report and occasional Fundraising Reports
- To secure and negotiate on costs for advertising and promotional sites
- To ensure Strike A Light branding and funder/ partner credits are used as required on all print and online materials
- To manage our public facing profile and PR, connecting with local or national press where appropriate
- To update the social media platforms
- Work within a fixed budget and keep accurate financial records
- Be responsive to a changing environment and innovate new ideas and approaches to marketing in a challenging environment for the arts
- Manage and attend Design Meetings for SAL shows
- Manage marketing interns and support the recruitment of them

General

- To work within Strike A Light's policies, including Health & Safety, Child Protection and Equalities
- To participate in organisation meetings and events as required
- To attend relevant training as and when required
- To represent SAL at events where appropriate
- To attend the SAL office 2 days a week
- Deliver CPD to staff if necessary
- Contribute to the consultancy offer where appropriate
- Any other duties appropriate to the post and organisation

Line Management Responsibilities

- Marketing Interns
- Marketing freelancers

Skills and Experience

Essential:

- Excellent communication and influencing skills
- Be approachable and empathetic with the ability to talk to a wide-range of people
- Be a self-starter who is happy to manage their own workload
- Able to work independently and stick to tight deadlines
- Excellent copywriting and proof-reading skills
- Have some experience leading on social media content and communication
- Able to lead confidently on website content and design
- Be able to work within a small team and be ready to get "stuck in" when needed
- Be able to juggle multiple projects and tasks
- Be able to create good relationships with external partners, funders and stakeholders
- Knowledge of how to use
- Have a sound knowledge of equality, diversity, inclusive approaches and of the Social Model of Disability
- Ability to think differently and push against the "norm"

Desirable:

- Experience working in and around Gloucester
- Knowledge of the charity sector and experience of working with funders
- Have some graphic design skills
- Are able to edit videos and audio clips
- have an understanding of General Data Protection Regulation, 2016 (GDPR) and the Privacy and Electronic Communications Regulations, 2003 (PECR)