

## Post Specification

<b>Date</b>	<b>December 2023</b>
<b>Post Group Number</b>	<b>8070</b>
<b>Post Title</b>	<b>Marketing &amp; Communications Officer</b>
<b>Job Family</b>	<b>Organisational Support</b>
<b>Job Family Role Profile</b>	<b>OS11</b>
<b>Final Grade</b>	<b>Grade 11</b>

To be read in conjunction with the job family role profile

### Service Area description

Coronation Hall and The Forum sit within the Thriving Communities directorate enabling culture and creativity to flourish in our unique landscape recognising the transformative power that it plays in place making, place shaping, the health and well-being of our communities and the economy of Westmorland and Furness.

Coronation hall is situated in the heart of the small, rural market town of Ulverston on the edge of the Lake District, The Coro is an historic arts, culture, and entertainment venue. It was built as the 'Coronation Hall' by public subscription in response to the people's desire for a place to go to enjoy theatre, music, dance, and entertainment. The Coro has grown into a much-loved venue that showcases world-class performance alongside home-grown artists and locally produced festivals, shows, activities and events.

The Forum is a middle scale venue in the heart of Barrow in Furness. The facility is fully accessible, family friendly with a main theatre capacity of 529, offering a diverse range of events and activities. There is something for everyone at the forum and welcomes Internationally renowned performers alongside local dance and amateur groups. In addition, the forum has a range of conferencing facilities, used regularly by local and national organisations.

The Council is committed in ensuring Westmorland and Furness is a great place to live, work and thrive, actively supporting the cultural economy to prosper.

### Purpose of this post

The Marketing & Communications Officer will be responsible for leading the planning, development, implementation and evaluation of marketing, communications, and audience development strategy to elevate the profile and reputation of both the Coronation Hall and Forum working closely with the Operations/Venue Manager at both venues.

Leading on Marketing & Communications for both venues you will devise and oversee the delivery of innovative and targeted campaigns across all marketing and communications channels including digital, print, the media and advertising. You will also undertake research to develop targeted audience development campaigns and take the lead in monitoring, evaluation and reporting on the effectiveness of marketing and communications campaigns and communication of audience impact and reach of both venues.

The postholder will work proactively to build strong relationships with audiences, funders, partners, the media, and other stakeholders on a local, regional, and national level to communicate the programme and business offer and core values of both the Coro and Forum and Westmorland and Furness Council.

The Marketing and Communications Officer will be responsible for crafting and executing an innovative marketing strategy, that enhances our brand, engage our diverse audiences, attract new audiences, driving attendance and participation in our programmes and exhibitions, raising the profile of culture in Westmorland and Furness and maximise income generation.

This dynamic and varied role requires someone who is passionate about growing audiences and is a great communicator with imaginative ideas. With at least 3 years marketing experience, this role requires someone with exceptional marketing and communication skills to forge strong working relationships with colleagues across the council, external partners, stakeholders, and suppliers.

In addition, manage the box office system ensuring GDPR compliance, reduce costs and increase revenue, seeking opportunities to align the system across the two venues. Also, manage, collate, and be responsive to customer feedback, maximising the use the box office as well as other platforms.

### Key job specific accountabilities

- Manage and collate the content, design, production, and distribution of the venue’s what’s on brochure, posters, flyers, and materials across key programme strands.
- Drive increase in subscribers to email, social media and visitor to the websites to achieve set KPI’s utilising a range of engaging and highly effective communication tactics.
- Seek opportunities to generate income through conferencing, private hire, food, and beverage offer.
- Develop a strong understanding of the diverse needs of the venue’s audiences to plan and inform marketing activity.
- Develop and maintain strong partnerships with other cultural and community venues and or organisations. Identify beneficial promotional and audience development opportunities with key partners.
- Monitor and regularly report on each venue’s sales income, sales patterns, and yield. Review data and proactively respond to information to ensure efficient management of income.
- Plan and implement all marketing communications activity for the Coro and forum including digital, print, press, collate and analyse data also basic budget monitoring.
- Oversee website maintenance and development to ensure positive user experience and efficient functioning across all devices: implement search engine optimisation and Google Analytics insights and manage relationship with web developers.
- Create, commission and curate dynamic and engaging content (including copy, images and videos) for the website, social media channels and e-newsletters.
- Data and Evaluation- Monitor, evaluate and report on the impact of work across all channels, using data from CRM/box office system, email marketing software, social media and Google Analytics, to optimise performance and inform future campaigns.
- Become an expert user of CRM/Spectrix – adding shows, managing cross-marketing and upselling functions, creating automated customer journeys – and develop training and support for colleagues.
- Oversee the maintenance and management of CRM data, and ensure all staff understand and adhere to GDPR guidelines.
- Communications - ensure the organisation’s branding guidelines are used consistently across all marketing channels and collateral, and clearly communicated with partners.
- Ensure all digital and print marketing materials are accessible and inclusive.
- Create press releases and media packs, oversee distribution and recording of coverage achieved.
- Develop positive relationships with local and national press and ensure a comprehensive database of media contacts is maintained.
- Develop strategic relationships with other organisations, local businesses and community groups, and partners for the delivery of mutually beneficial marketing campaigns.

**Please note annual targets will be discussed during the appraisal process**

### Key facts and figures of the post

#### Budget

#### Responsibilities

- Manage marketing budget

<b>Staff Management Responsibilities</b>	<ul style="list-style-type: none"> <li>• Supervising box office staff</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>•</li> </ul>
<b>Essential Criteria - Qualifications, knowledge, experience and expertise</b>	
<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Educated to NVQ level 4 or equivalent, hold a marketing qualification.</li> <li>• Strong inter-personal and communication skills with the confidence to deliver presentations, if required, and the ability to communicate with people at all levels in different organisations.</li> <li>• Ability to prioritise workload – dealing effectively with urgent work.</li> <li>• Experience of creating content for and updating website content management systems (add in the system Forum &amp; Coro uses and social media channels (in particular, TikTok? Facebook, Twitter, Instagram, LinkedIn and YouTube)</li> <li>• Evidence of commitment to continued professional development.</li> <li>• Knowledge of data management using a database or CRM system/Spectrix</li> <li>• Experience of analysing audience data from CRM/Spectrix, email marketing system, Google Analytics, and social media analytics to inform season/campaign planning.</li> <li>• Confident user of Microsoft Office, including Word, Excel, Outlook and Powerpoint.</li> <li>• Knowledge of ticketing, sales and box office related activities.</li> <li>• Strong working knowledge of design and print production process.</li> <li>• Knowledge of relevant data protection and privacy legislation including GDPR.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Confident advocacy, diplomacy, and negotiation skills with experience of developing successful partnerships and collaborations with key stakeholders.</li> <li>• Experience in basic budget management</li> <li>• A commitment to equality, inclusion and diversity and an understanding of how these relate to arts marketing.</li> <li>• Knowledge of the local and regional landscape relevant to Westmorland &amp; Furness</li> <li>• Experience of undertaking audience research.</li> <li>• Experience of working with press and media, including demonstrable success in securing media coverage.</li> <li>• Experience of marketing campaigns</li> </ul> <p><b>Abilities</b></p> <ul style="list-style-type: none"> <li>• Ability to communicate effectively and build relationships with a range of stakeholders, including colleagues, audiences, external agencies, partners and funders.</li> <li>• Well organised with the ability to prioritise and work effectively across multiple tasks to meet deadlines and targets.</li> <li>• Attention to detail and commitment to achieving high standards.</li> <li>• Ability to work collaboratively in a team as well as independently, using initiative to problem-solve.</li> <li>• Creative, confident and flexible with a ‘can-do’ attitude.</li> <li>• Enthusiasm for keeping up to date with emerging digital and wider marketing trends.</li> <li>• Ability to work flexible hours including some weekends and evenings to fulfil the requirements of the job.</li> <li>• Committed to achieving high standards with the resources available.</li> <li>• Committed to broadening and deepening audiences’ engagement with the arts and culture.</li> <li>• Enthusiasm for and commitment to principles of equality, diversity and inclusion and an understanding of how these relate to arts marketing.</li> <li>• Ability to communicate ideas and information clearly to a range of people at all levels, in writing and verbally.</li> <li>• A keen editorial eye and flare for writing engaging and inspiring copy.</li> </ul>	

- Committed to personal development and to maintaining up-to-date knowledge of new developments and trends in marketing, communications, and digital technologies.

### Disclosure and Barring Service – DBS Checks

- This does not require a DBS check.

### Job working circumstances

#### Emotional Demands

- Some occasionally

#### Physical Demands

- Modest, occasionally

#### Working Conditions

- Acceptable

### Other Factors

- To Model and display the corporate standards of behaviour.
- Ability to travel throughout the County.