

MARKETING & SALES OFFICER

Job Pack

HOME

GMAC is funded by



About HOME

HOME, Manchester's new centre for international contemporary art, theatre, film and books, was opened by our Patron Danny Boyle over the 2015 May Bank Holiday weekend. In our first year we welcomed over 100,000,000 visits and generated £30 million GVA for the Greater Manchester economy, supporting the equivalent of 125 full-time jobs in the region.

HOME is a multi artform, mixed economy venue.

The building includes:

- 450-seat theatre
- 150-seat flexible theatre space
- 500m² 4m high flexible gallery space
- Five cinema screens
- Bookshop
- Food, drink and private hire facilities including bar, café bar, cinema bar and event space

What do we do?:

- Screen exciting, independent, provoking film work from the UK, Europe and further afield – from the latest releases to artist film, rare archive films and great classics.
- Produce and co-produce our own theatre work with a range of organisations, directors, designers and writers and present an extensive programme of theatre from national and international visiting companies.
- Present new commissions from emerging and established contemporary artists of regional, national and international significance in our galleries.
- Deliver an extensive range of engagement and creative learning activity including HOME Young Creatives, an extensive talent development programme, talks, tours, Q&As and other great events which increase access to and create an extra dimension for many of our film events, exhibitions and theatre productions.

In our first two years of operation, we've sold over 430,000 theatre and film tickets, presented more than 40 theatre performances in our Theatre 1 space and many more in Theatre 2, screened 1154 films from over 50 different countries and welcomed over 108,000 people to 24 major new visual art exhibitions.

You'll be part of a team of eight who deliver all aspects of our marketing, audience development, research, digital, PR and communications activity and report to the Senior Marketing & Sales Manager. You will also work very closely with our Box Office and Programming teams.

Our ideal candidate

We are looking for a highly self-motivated, ambitious, energetic marketing professional with a real passion for arts and culture. Ideally you will have worked in an arts organisation, preferably with a background in film, and have a good working knowledge of box office systems. You'll play a big part in creating and evaluating our sales & marketing campaigns for our film programme, Creative Industries programme and engagement activity, building ticket sales and developing new audiences (especially young audiences) for the new releases we screen and our extensive programme of unique film seasons and events.

You will be equally passionate, articulate and persuasive when talking or writing about all HOME's artforms and engagement work. Exceptionally organised, effective planning will be second nature to you and you'll be obsessed with getting things done on time and on budget to a high standard.

Application Procedure

To apply for this post, please complete the HOME application form telling us how you meet the Person Specification for the role, supplying examples which illustrate how your skills and experience will help you to deliver the responsibilities outlined in the Job Description.

HOME strives to be an equality of opportunity employer. To help us to monitor our progress, please also complete the Equal Opportunities questionnaire.

The deadline for applications is **12noon Fri 27 October 2017**

Interviews will take place in Manchester on one or more of the following days **Wed 1, Thu 2, Fri 3 Nov 2017**

If you do not hear from us by **Tue 31 Nov**, please assume that you have not been successful on this occasion.

Due to the high volume of applications we receive, we unfortunately cannot acknowledge receipt of application forms.

If you wish to apply by email, please send your completed forms to:

Clare.sydney@homemcr.org

If you are posting your application, please send it to:

Clare Sydney
HOME
2 Tony Wilson Place
Manchester
M15 4FN

Please mark your envelope *Marketing & Sales Officer application*.

If you have any questions about the information supplied, please do not hesitate to contact Clare Sydney on 0161 212 3549.

Thank you for your interest in this role.

Job Description

Purpose

To work with the Senior Marketing & Sales Manager, Marketing & Sales Officer (Theatre & Visual Art) and other members of the Marketing and Communications team to create integrated marketing plans for HOME that build audiences and deliver our income and attendance targets. Where required to provide administrative support to the team.

Team Marketing & Communications

Responsible to Senior Marketing & Sales Manager

Working evenings and weekends as appropriate.

Main Duties

1. Plan and carry out integrated marketing campaigns for HOME's film and creative industries programmes and engagement activity (specifically young people) The campaigns will cover all marketing channels, including but not limited to print, print & online advertising, distribution, in-venue displays and screens, digital, social media and e marketing activity.
2. Work with the Senior Marketing & Sales Manager & Marketing Officer to maintain effective systems for planning, scheduling and internal communication of marketing activity.
3. Help to monitor and report on performance against attendance and income targets and to research and evaluate marketing activity, providing audience insights to inform the development of future campaigns.
4. Use the HOME database to effectively inform direct communication with the HOME audience through email and direct mailings.

5. Manage the content, design, production and distribution of the HOME bi-monthly guide and other printed materials.
6. Work with external suppliers and agencies to co-ordinate media buying, design and print of hard copy and digital materials, distribution and direct mail for marketing campaigns
7. Support the organization and delivery of events such as stakeholder events, campaign launches etc, leading on organisation of specific events as required.
8. Use Photoshop and similar in-house design tools for a range of uses including creating header images and backgrounds for social media channels, editing images and logos so that they are suitable for use on our website or to send to design agencies for use in our marketing materials.
9. Manage the production of HOME's in-venue and front of house marketing materials including internal digital screens, print, film trailer schedule, film posters and other available promotional materials
10. Represent HOME at external forums such as the Manchester Museums Consortium.
11. Be an advocate and ambassador for the organisation, ensuring that the HOME brand is correctly represented across all communications channels.
12. Cover for members of the Marketing and Communications department during periods of annual leave and sickness.
13. Carry out any other duties deemed relevant to the post by the Senior Marketing & Sales Manager, Director of Marketing and Communications or Director and Chief Executive
14. Work evenings and weekends as appropriate.
15. Implement GMAC policies, in particular those around diversity and access.

PERSON SPECIFICATION

	Essential	Desirable
QUALIFICATIONS AND TRAINING		Educated to degree level or equivalent or relevant experience
SPECIALIST KNOWLEDGE & EXPERIENCE	<p>Up to 1 year's experience in a similar marketing role</p> <p>Proven ability to plan and deliver innovative and creative integrated advertising and marketing campaigns that drive sales.</p> <p>An understanding of the principles of box office systems and of using customer data to drive income, ideally in a theatre setting</p> <p>Experience of commissioning, briefing and working with external suppliers including media planners, designers, printers, distribution channels etc</p> <p>Experience of planning, delivering and evaluating online communications, social media and online advertising as part of integrated marketing campaigns including knowledge of advances in technology and digital media</p>	<p>Professional marketing qualification Preferably in an arts organisation, specialising in film</p> <p>Experience of Box office systems and ticketing software, ideally SR0/Top Tix Box Office System</p> <p>Experience of evaluating marketing activity and audience data and acting on outcomes to develop and improve future activity</p> <p>Experience of delivering stakeholder events</p>
PRACTICAL & INTELLECTUAL SKILLS	<p>Excellent communication skills – able to work well with a broad cross section of both internal and external partners, including arts professionals</p> <p>Commitment to quality and</p>	

	<p>accuracy and a great eye for detail</p> <p>Ability to write great marketing copy suitable for a wide range of audiences and multiple marketing channels</p> <p>Excellent organisational, scheduling and planning skills, including an ability to prioritise a sizeable workload</p>
DISPOSITION & ATTITUDE	<p>Good interpersonal skills, enthusiasm and a sense of humour</p> <p>Calm under pressure</p> <p>A passion for GMAC's work: Contemporary visual art, independent film, new theatre.</p>
PERSONAL CIRCUMSTANCES	<p>Willing and able to work irregular hours – evenings, weekends and bank holidays</p> <p>Able to undertake regional, national and international travel</p>

TERMS AND CONDITIONS OF SERVICE

MARKETING & SALES OFFICER

GMAC Ltd has a Staff Manual that provides full details of all terms and conditions of employment as well as staff benefits. The following are the main terms of employment.

Salary	£17,595 - £19,950 depending on experience
Hours of work	<p>GMAC Ltd has a standard working week of 40 hours inclusive of meal breaks.</p> <p>Exact hours of work as required by demands of the post. Overtime payments will not be made, however time off in lieu, with the agreement of the Director of Marketing and Communications, will be available to cover any additional hours worked</p>
Contract Period	Permanent
Probationary period	3 months
Period of notice	3 months will apply to both employer and employee
Holidays	25 days p.a. plus statutory holidays
Pensions	GMAC Ltd operates a company pension scheme that is available to all staff

Background

HOME, Manchester's new centre for international contemporary art, theatre, film and books, was opened by our Patron Danny Boyle over the 2015 May Bank Holiday weekend and has already welcomed over 100,000,000 visits.

Our two theatres are a playful platform for UK and world premieres, with new work developed by HOME and commissions in drama and dance from some of the most exciting UK and international theatre companies and performers on the scene today.

You can see the very best in contemporary art in our galleries, with new commissions from by emerging and established artists of regional, national and international significance.

Our five cinema screens light up with challenging, independent, provoking film work from the UK, Europe and further afield – from the latest releases to artist film, rare archive films and great classics.

And our engagement and creative learning programme includes talks, tours, Q&As and other great events to add an extra dimension to many of our film events, exhibitions and theatre productions.

Whether you want to see work that challenges and astounds, or get closer to directors, writers, filmmakers and artists, or just drink the best coffee in town, we hope you love HOME.

“Our promise is that risks will be taken and that minds will be opened. We will create a dynamic new centre for the arts but more than the space or the menu, or the sign above the door, it will be the work that astounds and that continues to put this company of curators, and the city of Manchester, at the forefront of Britain’s cultural scene. Relevant and revolutionary, critical and contemporary, this is HOME.”
comments Dave Moutrey, Chief Executive of HOME.

Creative Vision for HOME

We are an organisation that:

- i. makes art which is compelling, questioning and ambitious***
- ii. makes art differently***
- iii. deepens relationships between artists and audiences***
- iv. nurtures and celebrates artists***
- v. is rooted in Manchester with global ambitions***
- vi. has a responsible business model that supports creative risk***

HOME's Values

HOME is: *creative, adventurous, collaborative, provoking, stimulating, curious, and welcoming*

HOME's Operating Principles

HOME:

- Welcoming and open to everybody
- Imaginative in the way we use our building
- Valuing the skills, craft and creativity of our workforce and volunteers
- A digital innovator
- A catalyst for cultural connection and collaboration
- Building on our shared legacy of work with local communities
- Placing participation and learning at the core of our activity
- Seeking strong partnerships with higher education providers in the city
- Aspiring to be environmentally sustainable
- Active in the public sphere, triggering and hosting debate
- Valued by Manchester's many communities