

Head of Marketing Application Pack

HOME

GMAC is funded by



Introduction to HOME

HOME is Manchester's vibrant cross art form centre. HOME commissions, creates and presents contemporary theatre, visual art and film and provides a space for experimentation where art-forms meet and interconnect. HOME's programming is political, international and experimental.

Our new £25m building, funded by Manchester City Council, Arts Council England and numerous donors, companies and trusts and foundations, opened in May 2015 and has been a huge success with over 650,000 visits per year, strong audience approval, and local, national and international artistic recognition. Our building includes a 500-seat theatre, 150-seat flexible theatre space, 500m² gallery, 5 cinema screens, education spaces, digital production and broadcast facilities, a café bar and restaurant. Since opening in 2015, we've welcomed over 3 million visits and contributed over £101 million to the Greater Manchester economy.

Job Context

This role sits within the Marketing and Communications Team which is led by the Director of Marketing and Communications, who also directs the Box Office team. These teams work together to put audiences at the heart of everything HOME does. They are responsible for achieving ambitious targets for audience growth, income and digital innovation. They ensure our audiences are diverse and reflective of the city, manage the operation and administration of our box office and provide the highest possible standard of customer care and visitor experience.

Job Summary

We're looking for a highly self-motivated, experienced marketing professional with line management experience.

You will have a proven track record of creating integrated marketing campaigns for organisations that deliver exceptional results. Ideally you will have worked in an arts organisation, preferably in theatre/performing arts and have a good working knowledge of box office systems. You'll know how to work as part of a multi-disciplinary team to create great communications that will help us to extend our reach and build a diverse audience.

A confident communicator with a good understanding of audience development, you'll be able to build productive working relationships with internal colleagues and external stakeholders, and you'll have a sound working knowledge of how to make the most of box office data to segment audiences and target marketing activity.

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.

JOB DESCRIPTION

Purpose

To manage marketing activity for HOME's programme, delivering effective and creative campaigns that ensure visitor and sales targets are met

Team Marketing and Communications

Reports to Director of Marketing and Communications

Responsible for Marketing and Sales Officers (x2)

Part of Marketing, Communications and Sales leadership team.
Works closely with Director of Marketing and Communications, Head of Communications and Senior Manager: Box Office Systems and Data

Main duties

1. Work with the Director of Marketing and Communications and the Head of Communications to raise awareness of HOME and its broad-ranging work with local, UK and international audiences
2. Manage and evaluate marketing campaigns to promote HOME's programme, increasing visitor/audience numbers and audience diversity and driving increased financial yields and revenue from these audiences
3. Line manage and oversee the responsibilities and work of the Marketing and Sales Officers
4. Plan and manage the budget for the Marketing team, including overseeing funds for the Marketing and Sales Officers to use for programme-specific campaigns, brand and seasonal activity, ensuring budget is appropriately spent
5. Analyse box office data and marketing metrics and produce reports that evaluate the effectiveness of marketing campaigns
6. Work with the marketing departments of visiting theatre companies, co-producers, artists, film distributors and other relevant stakeholders to maximise opportunities for cost effective and creative joint marketing activity
7. Work with the Director of Marketing and Communications, Box Office Systems and Data Manager and Programme Producers to agree pricing structures for paid-for events
8. Support the Box Office Systems and Data Manager in putting events on sale and ensure timescales are effectively communicated to staff, companies and partners
9. Work with colleagues responsible for development, commercial and front-of-house operations, providing marketing expertise and support in order to maximise our income via membership, fundraising, catering, corporate hires, the bookshop and other ancillary services
10. Work with the Director of Marketing and Communications to ensure that we fulfil audience research and reporting requirements of key funders

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11. Project and supplier management: manage relationships with external agencies and freelance practitioners including design agencies, printers, etc, managing projects to ensure delivery on time and to budget
12. Deputise for other members of the department as required
13. Implement GMAC policies, in particular those around diversity, environmental sustainability and access
14. Carry out additional duties as deemed appropriate by the Director of Marketing and Communications
15. Work evenings and weekends as appropriate
16. Undertake national & international travel as required
17. This is not an exhaustive list of duties and HOME's management may, at any time, allocate other duties which are of a similar nature or level

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
QUALIFICATIONS AND TRAINING		Educated to degree level or equivalent
		Relevant professional qualification
SPECIALIST KNOWLEDGE	Excellent knowledge of and interest in the UK arts scene, especially the theatre and performing arts sector	Knowledge of legislation relating to copyright, data capture & data protection
	Excellent understanding of and high level commitment to equality and representation	
	Knowledge of brand management and development	
EXPERIENCE	2 years+ in a similar role	Experience of Box office systems and ticketing software, ideally SR0/Top Tix Box Office System
	Experience of planning and managing budgets	
	Proven track record in delivering effective marketing and audience development campaigns that drive sales	
	Experience of analysing marketing metrics and producing reports that demonstrate the effectiveness of marketing campaigns	
	Experience of managing and developing direct reports	
	Experience of CRM systems and of using customer data to drive income, ideally in a theatre setting	
PRACTICAL SKILLS	Excellent organisational, scheduling and planning skills, including an ability to prioritise a sizeable workload and delegate tasks accordingly	Ability to use content production software such as Adobe Audition, Final Cut Pro and Adobe Photoshop
	Strong IT skills	

	Excellent communication skills – able to motivate a broad cross section of both internal and external partners, including arts professionals	
	Commitment to quality and accuracy and a great eye for detail	
	Ability to write great marketing copy suitable for a wide range of audiences and multiple marketing channels	
DISPOSITION AND ATTITUDE	Motivated collaborator and self-starter able to work calmly under pressure to deadlines	
	Desire to learn new skills, with an excellent eye for detail and a problem solving attitude	
	Ability to embrace change in current processes and to continually improve own performance and that of the team	
	Willingness to work unsociable hours, including evenings and weekends when required	

Applicant information

At HOME we welcome applications from everyone.

HOME strives to present a vibrant, diverse programme that is reflective of the city that we live in. We believe that this can only truly be achieved if the workforce at HOME encompasses a broad range of beliefs and vantage points. We particularly welcome applications from people from a BAME background or those who are Deaf or disabled, as they are currently under-represented in our workforce. If you wish to discuss reasonable adjustments for this role, please indicate this on your application form and we will be in touch with you.

Outline of Terms and Conditions

TITLE OF POST:	Head of Marketing
HOURS:	GMAC Ltd has a standard working week of 40 hours inclusive of meal breaks 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 & Communications, will be available to cover any additional hours worked
SALARY:	Up to £30,000
ANNUAL LEAVE:	25 days p.a. plus statutory holidays, increasing with length of service thereafter
PROBATIONARY PERIOD:	3 months
NOTICE PERIOD:	1 month
PENSION:	HOME runs a workplace pension scheme
OTHER BENEFITS INCLUDE:	<ul style="list-style-type: none">• Free tickets for theatre and cinema• Discounts on food and drink at HOME's bar and restaurant• Travel schemes including cycle to work and discount bus travel

Application Procedure

Please complete the HOME application form telling us how you meet the Person Specification for this role return with a completed Equal Opportunities questionnaire.

The deadline for applications is **Friday 8 November 2019 12pm**
Interviews will take place **W/C Monday 25 November 2019**

Please email a PDF copy of your application to: claire.fern@homemcr.org

We will confirm receipt of your application and let you know if you have been shortlisted for an interview by Thursday 14 November.

HOME (Greater Manchester Arts Centre Limited) collects personal information when you join us as an employee, apply for a job or work with us as a freelancer. We will use this information to manage the recruitment process, conform with employment or payroll legislation, report to funders on our workforce or to comply with other laws. HOME will not share your information with third parties for marketing purposes. For more information explaining how we use your information please see our privacy policy for Employees, Freelancers and Artists at <https://homemcr.org/about/policies/privacy/>.