

Marketing and Sales Officer 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 are looking for a highly self-motivated, ambitious, energetic marketing professional with proven experience of delivering integrated marketing campaigns, ideally in an arts organisation. You'll play a big part in creating and evaluating our sales & marketing campaigns for our artistic programme and related engagement activity, building ticket sales and developing new audiences for our work.

JOB DESCRIPTION

Purpose

To deliver marketing campaigns for HOME's artistic, engagement and talent development programmes, delivering effective and creative campaigns that increase audience numbers and diversity and drive increased financial yields and revenue from these audiences

Team Marketing and Communications

Reports to Head of Marketing

Main duties

1. To devise and deliver creative marketing campaigns for HOME's artistic programme which includes HOME theatre productions, visiting company theatre productions, commercial one-night shows and events, new film releases, film seasons and events, visual art exhibitions, education and engagement activity and talent development programmes
2. To support the Head of Marketing in delivering audience development and sales targets, in particular for groups and schools
3. To write audience specific copy for advertising, print, social media, website and direct marketing
4. To manage advertising campaigns from media buying, content creation to supply and evaluation
5. Manage print projects such as programme and brochures liaising with external designers, printers and distribution companies
6. Work with the Head of Communications and Digital Content Manager to create digital content for marketing campaigns and generate ideas, promotions and content for HOME's social media channels
7. Compile and distribute e-newsletters via Mailchimp system
8. Monitor and administer marketing campaign budgets
9. Be a main point of contact for the marketing departments of visiting companies and partners
10. Promote HOME's programme face to face at external events, to generate leads and build relationships with community and group organisers
11. Assist with the collection and management of audience data on HOME's box office system
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 and Head of Marketing
15. Work evenings and weekends as appropriate
16. Undertake national & international travel as required

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
		Professional marketing qualification
SPECIALIST KNOWLEDGE	Excellent knowledge of and interest in the UK arts scene	Knowledge of legislation relating to copyright, data capture & data protection
	Excellent understanding of and high level commitment to equality and diversity	Knowledge of the theatre and performing arts sector
EXPERIENCE	1 years+ proven experience of delivering effective marketing campaigns that drive sales in a similar role	Preferably in an arts organisation, specialising in theatre/performing arts
	An understanding of the principles of box office, CRM and e-marketing systems and of using customer data to drive income, ideally in a theatre setting	Experience of SR04 Box Office System
	Experience of evaluating marketing activity and audience data and acting on outcomes to develop and improve future activity	Experience of delivering stakeholder events
	Experience of commissioning, briefing and working with external suppliers including media planners, designers, printers, distribution channels etc	Experience of the groups and schools market
PRACTICAL SKILLS	Excellent organisational, scheduling and planning skills, including an ability to prioritise a sizeable workload	Design skills (In Design)
	Good IT skills	
	Excellent organisational skills and attention to detail.	
	Flexible – able to adapt quickly to a varying workload and demands	
	Copy writing skills with a high degree of accuracy and	

	proofreading abilities	
DISPOSITION AND ATTITUDE	Enthusiasm, energy and stamina	
	Calm under pressure	
	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:	Marketing and Sales Officer
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 £22,000
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 6 December 2019 12pm**
Interviews will take place **W/C Monday 16 December 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 Monday 9 December.

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/..](https://homemcr.org/about/policies/privacy/)