

HOME

Head of Marketing
(maternity cover)

Recruitment
Pack





About HOME

Thank you for your interest in this role at Greater Manchester Arts Centre (HOME).

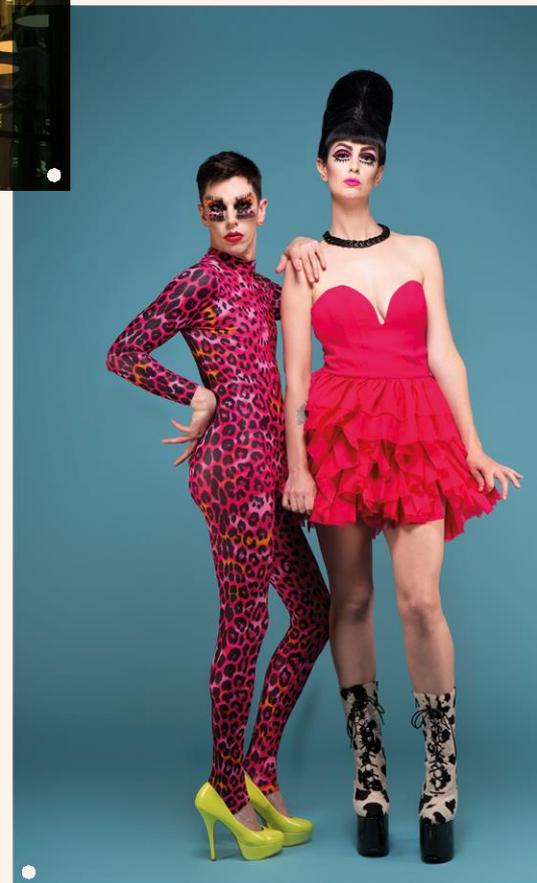
HOME first opened its doors in May 2015: a new, £25m multi-art form venue for Manchester operated by Greater Manchester Arts Centre (GMAC).

Since opening, we've achieved a lot. In the first three years, we welcomed over 2.3m visits to an international programme of over 20,000 events in our cinemas, theatres and galleries. We became one of the few UK organisations to produce new work across theatre, visual art and cinema. Our engagement team worked with over 55,000 participants, and we set up a dedicated Talent Development team to support and build the creative potential of artists in the region.

HOME is an open and social space for the curious from all our communities, future artists and producers of work that is provocative, playful and contemporary, of Manchester and the world. HOME curates engaging, international, high-quality work, and serves to develop art and artists at of all stages in their careers. This is done across:

- Two theatres: c.500 proscenium arch theatre (T1),
- and a flexible c.130 seat Studio theatre(T2);
- 500m2 contemporary exhibition space;
- Five state-of-the-art cinema screens presenting one of the
- most celebrated independent film programmes in the UK;
- Rehearsal and development spaces.

HOME is also a thriving cultural business, with a highly successful bar and restaurant, growing events and hires business, a fine retail offer, and an international publishing arm (Cornerhouse Publications).

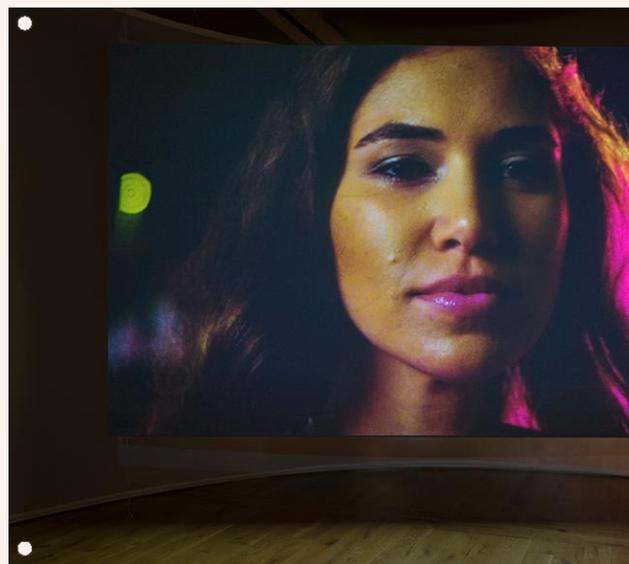


Home's Mission

HOME is an open and social space place for the curious from all our communities, future artists and producers of work that is provocative, playful and contemporary, of Manchester and the world.

Home's Vision

HOME is central to making Greater Manchester a major city celebrated for its' distinctive art, art that enriches the lives and life chances of its' people, a magnet for artists and creatives with the highest engagement in the arts in the UK.



HOME'S VALUES

Creativity

Bringing imagination, resourcefulness and innovation to our work

Pioneering

Leading the way, breaking new ground, being ahead of the curve, taking risks

Collaborative

Seeking out opportunities for sharing and partnership

Engaged

With our city region and the wider world, with art and artists and with ideas and issues

Open

Welcoming and engaging with multiple voices, ideas and perspectives

Rigorous

Striving to do the best work, valuing quality.

31,264 PEOPLE INCLUDING **4,564** YOUNG PEOPLE
AGED **15-25** TAKING PART IN **713** TALKS, TOURS,
WORKSHOPS AND ENGAGEMENT EVENTS

289 VOLUNTEERS
ENGAGED, CONTRIBUTING:



11,608
volunteer hours



94 community
groups engaged



1,225 Inspire
£1 tickets used

**HOME SCHOOLS &
COLLEGES PROGRAMME:**



5,469 pupils
engaged from **114**
schools and colleges



16 RELAXED THEATRE
AND FILM EVENTS
ATTENDED BY **415** PEOPLE



3 BSL-led
exhibition tours



17 BSL-interpreted
film intros and events



3,700 Audio
Described and **284**
Caption Subtitled
film screenings



5 Audio Described,
5 Caption Subtitled
& **5** BSL-interpreted
theatre performances



 **50,538**
visits to our exhibitions

 **232,200**
tickets sold



 **16,578**
theatre tickets for £10 or less (35% of all theatre tickets)

 **18,166**
£5 student/job seeker tickets issued

 **2,734**
children's tickets sold



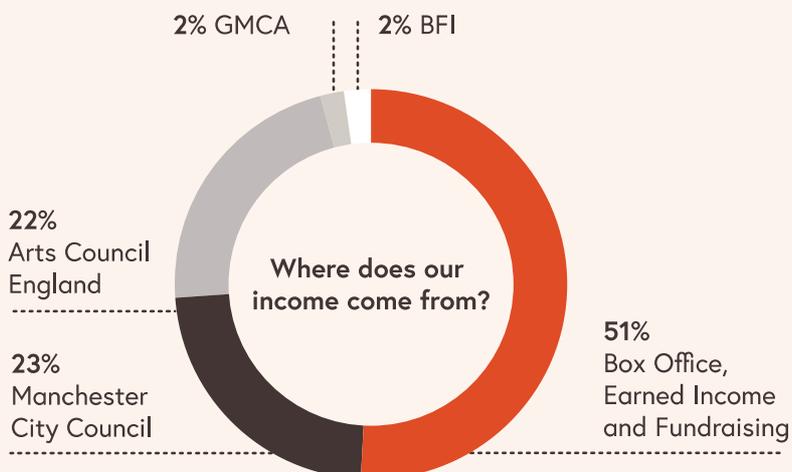
Between 1 Jan & 31 Dec 2016, HOME was the second most visited attraction in Greater Manchester

Source: Marketing Manchester Intelligence Factsheet: Tourism – its value to the local economy.

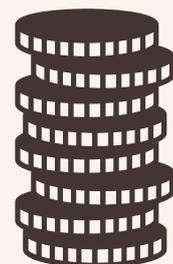
 **1,666,740**
visits to the HOME website (+44%)

 **44,649**
Twitter followers (37,121 in 2016/7)

 **318,205**
views for HOME trailers, behind the scenes films, and online Q&As



£6m
total income





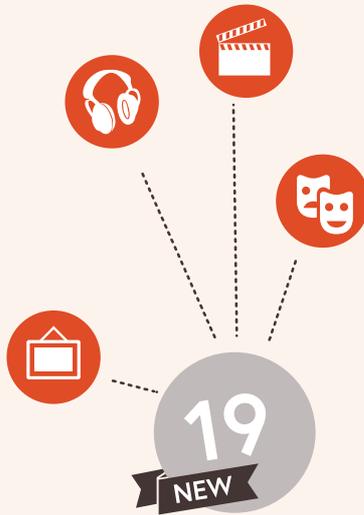
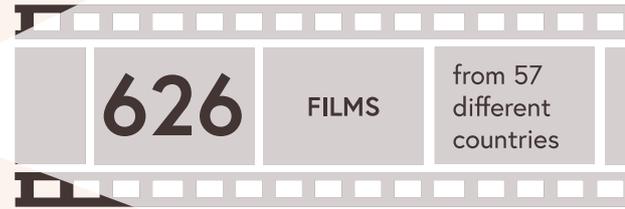
453 artists and performers from over **30** countries commissioned



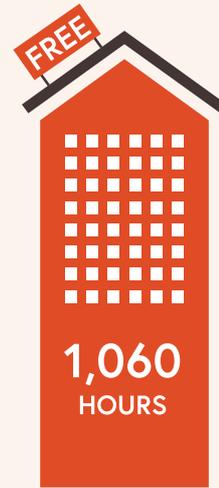
179 film events, intros, Q&As and panels with writers, directors, producers and actors



152 jobs created for technicians and creatives, **345** work experience attendances, **1** apprentice and **2** paid interns



19 commissions across theatre, visual art, music and film (includes 2 books)



worth of free rehearsal space provided to **137** theatre creatives, worth **£53,000** at commercial hire rates

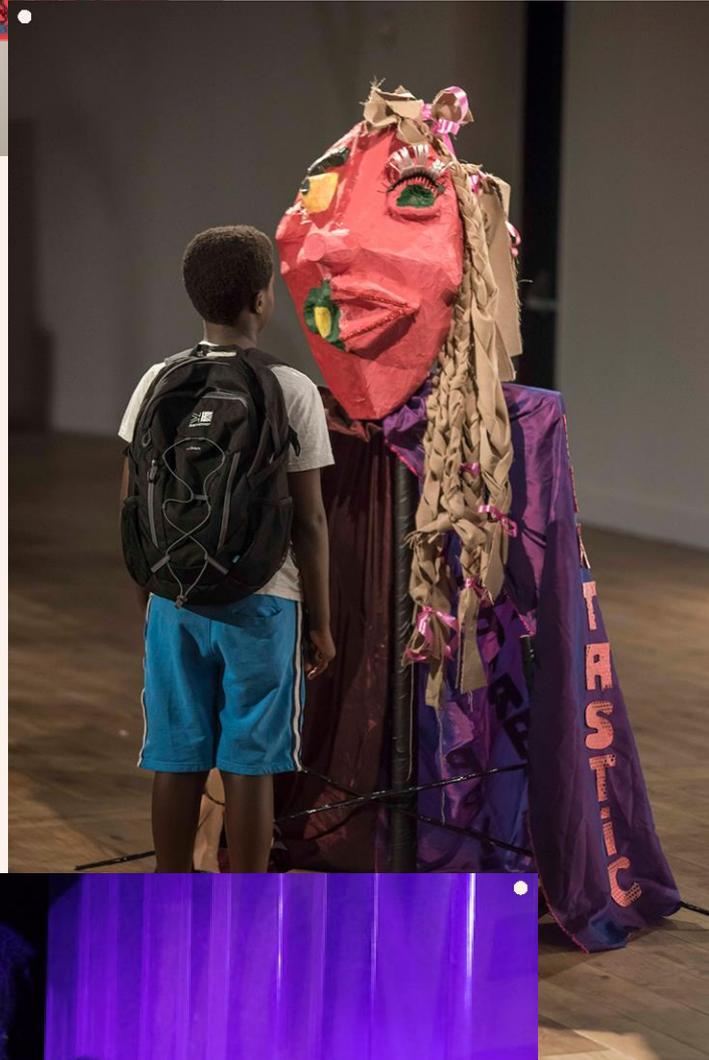


local creatives showcased



33 Manchester School of Theatre performances featuring **144** students, presented in HOME's Theatre 2 space





ABOUT THIS ROLE

We're looking for a highly self-motivated, experienced marketing professional with line management experience to lead the Marketing team on a fixed term 14 month basis.

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.

About the Marketing and Communications Team

The Marketing and Communications team is responsible for building and retaining audiences, visitors and participants to HOME, and articulating its mission and vision to stakeholders. The team is responsible for achieving visitor and income targets for HOME's cross-arts programme, and ensuring the audiences are diverse and reflective of the city. It includes the customer facing areas of HOME: Box Office, FOH teams, events and retail staff, ensuring that our customers receive the highest standard of customer care, service and engagement. It also encompasses the ticketing function, ensuring that data is effectively managed and utilised to the benefit of the charity.

TERMS & CONDITIONS

Salary	up to £30,000
Contract	This post is full-time, fixed term for 14 months.
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.</p> <p>Overtime payments will not be made, however time off in lieu, with the agreement of the Head of Marketing, will be available to cover any additional hours worked.</p>
Holidays	25 days per annum plus statutory holidays
Pension	GMAC Ltd operates a company pension scheme with a 3% company contribution that is available to all staff.
Other benefits	Free cinema tickets Discounted theatre tickets Cycle to work scheme Discount in bookshop and restaurant
Probationary period	3 months
Notice period	1 month

JOB DESCRIPTION

Purpose

To manage marketing activity for HOME's programme, delivering effective and creative campaigns that ensure visitor and sales targets are met. Initial focus will be on project-based work until end of June, then assuming the maternity cover role to line manage and have overall responsibility for the performance of the Marketing team.

Team	Marketing & Communications
Reports to	Director of Marketing and Communications
Responsible for	Marketing and Sales Officers (x2), Box Office Administrator

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. Analyse box office data and marketing metrics and produce reports that evaluate the effectiveness of marketing campaigns.
4. 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.
5. Work with the Director of Marketing and Communications and Programme Producers to agree pricing structures for paid-for events.
6. To work together with the Customer Service team to provide the highest levels of customer service, together with a quality ticket sales service to maximise sales.
7. 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.

JOB DESCRIPTION

Enhanced duties from July onwards (maternity cover)

8. Line manage and oversee the responsibilities and work of the Marketing and Sales Officers and Box Office Administrator

9. 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.

10. To manage the ticketing system (Spektrix) including

- liaison with the service provider,
- arranging technical support,
- maintenance and housekeeping,
- arranging support to deal with hardware/software failure
- ensuring that all relevant back-up systems are in place
- ensuring effective security for all software and data collection within the demands of data protection legislation.

11. To ensure that the Marketing Team complies with all the requirements of the GDPR legislation.

12. To ensure manage a highly effective working relationship between marketing & box office ensuring that the Box Office is integral to any marketing campaigns that HOME undertakes.

13. To work with the Development team to develop and oversee the HOME membership scheme and responsible for the smooth running of HOME Friends and Members on the Box Office system.

14. To direct & manage the capture, selection, storage, profiling and analysis of all data on the Box Office system and any other relevant audience data.

15. 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

16. Work with the Director of Marketing and Communications to ensure that we fulfil audience research and reporting requirements of key funders Greater Manchester Arts Centre Ltd

Additional duties

17. Deputise for other members of the department as required.

18. Implement GMAC policies, in particular those around diversity, environmental sustainability and access

JOB DESCRIPTION

19. Carry out additional duties as deemed appropriate by the Director of Marketing and Communications

20. Work evenings and weekends as appropriate

21. 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
Experience	<p>Experience in a similar role, including line management</p> <p>Experience of planning and managing budgets</p> <p>Proven track record in delivering effective marketing and audience development campaigns that drive sales</p> <p>Experience of analysing marketing metrics and producing reports that demonstrate the effectiveness of marketing campaigns</p> <p>Experience of managing and developing direct reports</p> <p>Experience of CRM systems and of using customer data to drive income, ideally in a theatre setting</p>	<p>Experience of using Spektrix</p>
Specialist Knowledge	<p>Excellent knowledge of, and interest in, the UK arts scene</p> <p>Knowledge of legislation relating to copyright, data capture & data protection</p> <p>Excellent understanding of and high level commitment to equality and representation</p> <p>Strong understanding of Box Office ticketing systems, including event set up, data analysis and reporting</p> <p>Knowledge of brand management and development</p>	<p>Knowledge of legislation relating to copyright, data capture & data protection</p> <p>Knowledge of the theatre and performing arts, visual arts and/or film sectors</p>
Practical Skills	<p>Excellent organisational, scheduling and planning skills, including ability to prioritise sizeable workload and delegate tasks accordingly</p> <p>Strong IT skills</p> <p>Excellent communication skills – able to motivate a broad cross section of both internal</p>	<p>Design and/or video editing skills</p>

PERSON SPECIFICATION

Essential

Desirable

and external partners,
including arts professionals

Commitment to quality and
accuracy and a great eye for
detail

Ability to write and edit great
marketing copy suitable for a
wide range of audiences and
multiple marketing channels

Disposition & Attitudes

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

Personal Circumstances

Willingness to work unsociable
hours, including evenings and
weekends when required

HOW TO APPLY

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

The deadline for applications is **Tuesday 20 April 2021 12 noon**

Interviews will take place week commencing
Monday 26 April 2021

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

Unfortunately, we cannot acknowledge receipt of applications.

If you have not heard from us by Friday 23 April, please assume that we will not be taking your application any further.

HOME strives to be an equality opportunity employer

Thank you for your interest in this post.

CLOSING DATE

Tuesday 20 April 2021 12 noon

FUNDED BY



FOUNDING SUPPORTERS



HOME is a trading name of Greater Manchester Arts Centre Ltd, a company limited by guarantee, registered in England and Wales No: 1681278. Registered office 2 Tony Wilson Place, Manchester, M15 4FN Charity No: 514719.