

HOME

**Marketing and Sales
Officer**

**Recruitment
Pack**



ABOUT THIS ROLE

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.

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 £22,000
Contract	This post is a permanent, full-time role
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 p.a plus statutory holidays
Pension	GMAC Ltd operates a company pension scheme with a 3% company contribution that is available to all staff
Other benefits	<p>Free cinema tickets</p> <p>Discounted theatre tickets</p> <p>Cycle to work scheme</p> <p>Discount in bookshop and restaurant</p>
Probationary period	3 months
Notice period	1 month

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 & 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, including 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

JOB DESCRIPTION

12. To produce, as required, reports from the ticketing system for other HOME teams.
13. To be aware of and operate within the GDPR legislation.
14. To help in the maintenance and housekeeping of the Box Office database.
15. To fulfil at least one Box Office shift per month
16. To arrange marketing communications with HOME members including the members newsletter and relevant on sale emails.
17. To set HOME shows and events on sale when needed
18. Deputise for other members of the department as required
19. Implement GMAC policies, in particular those around diversity, environmental sustainability and access
20. Carry out additional duties as deemed appropriate by the Director of Marketing and Communications or Head of Marketing
21. Work evenings and weekends as appropriate
22. 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>1 year+ experience of delivering effective marketing campaigns that drive sales</p> <p>Experience of evaluating marketing activity and audience data to inform future activity</p> <p>Experience of commissioning, briefing and working with external suppliers including media planners, designers, printers, distribution channels etc</p>	<p>Experience running audience development campaigns in an arts organisation</p> <p>Experience of the groups and schools market</p> <p>An understanding of working with box office, CRM and e-marketing systems and of using customer data to drive income</p>
Specialist Knowledge	<p>Strong knowledge of, and interest in, the UK arts scene</p> <p>Understanding of, and strong commitment to, equality and diversity</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</p> <p>Strong IT skills</p> <p>Flexibility and ability to adapt quickly to a varying workload and demands</p> <p>Copywriting and proofreading skills with strong attention to detail</p>	<p>Design and/or video editing skills</p>
Disposition & Attitudes	<p>Positive attitude and ability to work well as part of a team</p> <p>Calm under pressure</p>	
Personal Circumstances	<p>Willingness to work unsociable hours, including evenings and weekends when required</p>	

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 **Wednesday 30 June 5pm**

Interviews will take place week commencing Monday 5 July 2021

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

Unfortunately, we cannot acknowledge receipt of applications.

If you have not heard from us by Friday 6 November 2020, 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

Wednesday 30 June 2021 5pm

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