**Marketing and Sales Officer**

**Application Pack**



GMAC is funded by



**Introduction to HOME**

HOME is Greater Manchester’s vibrant cross art form centre. We commission, create and present contemporary theatre, visual art and film and provide a space for experimentation where art forms meet and interconnect. HOME’s programming is political, international and experimental.

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 have welcomed over

4 million visitors and contributed over £101 million to the Greater Manchester economy. We became one of the few UK organisations to produce new work across theatre, visual art and cinema, achieving local, national and international artistic recognition.

Our programme is presented across:

* Five state of the art cinemas, presenting one of the UK’s most celebrated programmes of independent film
* Two theatres – c.500 seat proscenium arch T1 and c.130 seat flexible studio theatre T2 – presenting HOME produced productions
* 500m2 contemporary visual art space
* Digital platforms
* Talent development and engagement spaces
* In the communities of Manchester

HOME also relies on trading and ancillary income to support the charity, including two bars, a restaurant, event spaces and retail space.

**Job Context**
This is a permanent role within the Marketing and Communications Team which is led by the Director of Marketing and Communications, who also directs the Customer Service 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**

The Marketing and Sales Officer will support the team to deliver the highest standard of marketing, audience development, research and creative campaign activity. They are line managed by the Head of Marketing and will work closely with the wider team.

We are looking for an enthusiastic individual with excellent marketing, data and evaluation skills with a high level of attention to detail.

This is a valuable opportunity to work in a successful arts organisation and gain an excellent foundation in marketing campaigns, box office systems and sales analysis.

**JOB DESCRIPTION**

**Purpose**

To deliver marketing campaigns for HOME’s artistic, engagement and talent development programmes, with a particular focus on Theatre marketing. You will work closely with the Marketing and Sales Officers for Visual Arts and Film as well as the Communications Team to create strategic campaigns to increase audience numbers, diversity and financial yields.

**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, 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 programmes and brochures liaising with external designers, printers and distribution companies
6. Work with the Head of Communications and Digital Communications 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 DotDigital system
8. Monitor and administer relevant marketing and communications 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, Spektrix
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 and 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** |  |  |
| **SPECIALIST KNOWLEDGE** | Understanding of, and strong commitment to, equality and diversity | Strong knowledge of, and interest in, the UK arts scene  |
|  |  | Knowledge of legislation relating to copyright, data capture & data protection |
|  |  | Knowledge of the theatre and performing arts, visual arts and/or film sectors. Theatre knowledge is particularly desirable. |
|  |  | Knowledge of Spektrix and DotDigital |
| **EXPERIENCE** | 1 year+ experience of delivering effective marketing campaigns that drive sales and raise profile | Experience running audience development campaigns in an arts organisation |
|  | Experience of evaluating marketing activity and audience data to inform future activity | Experience of the groups and schools market |
|  | Experience of commissioning, briefing and working with external suppliers including media planners, designers, printers, distribution channels etc | Experience or understanding of supporting the delivery of digital content |
|  | Experience of using a Box Office ticketing system | Experience of using tools including Google Analytics, Hootsuite etc to monitor andmanage digital activity |
|  | Creating digital content to sit alongside traditional marketing campaigns | Experience of supporting event delivery |
|  | Experience of using E- newsletter delivery platforms | Experience of working with databases |
|  |  | Experience of membership / loyalty schemes |
| **PRACTICAL SKILLS** | Excellent organisational, scheduling and planning skills | Design and/or video editing skills |
|  | Strong IT skills | Customer service experience |
|  | Copywriting and proofreading skills with strong attention to detail |  |
|  | Flexibility and ability to adapt quickly to a varying workload and demands |  |
| **DISPOSITION AND ATTITUDE** | Positive, proactive approach to work and a good teamPlayer |  |
|  | Proven ability todemonstrate initiative and independent thinking |  |
|  | Ability to deal tactfully with a wide range of people, including press/media, HOME supporters, seniorstaff and trustees |  |

**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 diverse ethnic 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:** This is a full time, permanent post. 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 Head of Marketing, will be available to cover any additional hours worked.

**SALARY**: Up to £22,770

**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:**

Free tickets for theatre and cinema

Discounts on food and drink at HOME’s bar and restaurant

Travel schemes including cycle to work

**How to apply**

The deadline for applications is **Friday 1 July 12 noon**

Please complete the HOME application form, or you can submit a video application if you prefer.

Please ensure you provide examples of how you meet the Person Specification for this role in your form or video response.

Email your completed form or video response, along with a completed Equal Opportunities questionnaire, to recruitment@homemcr.org

Interviews will take place the week commencing 11 July 2022.

Unfortunately, we cannot acknowledge receipt of applications.

HOME strives to be an equal opportunity employer, committed to diversity and inclusion in the workplace.

**Thank you for your interest in this post.**

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/>.