

Head of Marketing

Job share – 0.6 FTE

Application Pack

HOME

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 3 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 role sits within the Marketing and Communications Team, 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.

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.

Job Summary

This role will suit an experienced marketing professional, highly self-motivated with experience of managing a small team. 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 audience-focused role and have a good working knowledge of box office systems. You'll know how to work as part of a multi-disciplinary team to deliver integrated communications and consistent key messages that help HOME extend our reach and build audiences.

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.

This role is initially offered on a part-time job share 12 month fixed term contract, to be reviewed at this point with possibility of extension.

JOB DESCRIPTION

Purpose

This is a 3 days a week job share role and will have one day's crossover with the other Head of Marketing. Together, you will oversee and manage marketing activity for HOME's programme, delivering effective and creative campaigns that ensure visitor and sales targets are met. You will line manage and have overall responsibility for the performance of the Marketing team.

There will be one day crossover between the Heads of Marketing to ensure a smooth transition of work, to support project management and to increase capacity in the role for data-focused activity.

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

Main Duties and Responsibilities

- 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.
- Create and manage marketing campaigns to promote HOME's programme, increasing visitor/audience numbers and audience diversity, and driving increased income through ticket sales.
- Analyse box office data and marketing metrics to produce reports that evaluate the effectiveness of marketing campaigns.
- 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.
- Work with the Director of Marketing and Communications and Programme Producers to agree pricing structures for paid-for events.
- 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.
- Manage relationships with external agencies and freelance practitioners including design agencies, printers etc, managing projects to ensure delivery on time and to budget.
- Line manage and oversee the responsibilities and work of the Marketing and Sales Officers and Box Office Administrator.
- Plan and manage the budget for the Marketing team, ensuring budget is appropriately spent.
- Work with the Development team to develop and oversee the recruitment for, and smooth running of, the HOME membership scheme.
- Work with colleagues responsible for development, commercial and customer service, providing marketing expertise and support in order to maximise our income via membership, fundraising, catering, corporate hires, the bookshop and other ancillary services.

CRM and Data

- Manage the ticketing system (Spektrix) including liaison with the service provider, arranging technical support, maintenance and housekeeping, and ensuring effective security for all data collection within the demands of data protection legislation.
- Direct and manage the capture, selection, storage, profiling and analysis of all data on the Box Office system and any other relevant audience data.
- Ensure that the Marketing Team complies with all the requirements of the GDPR legislation across all activity.
- Work with the Director of Marketing and Communications to ensure that we collect data effectively and fulfil audience research and reporting requirements of key funders and stakeholders.

Greater Manchester Arts Centre Ltd

Other duties

- Deputise for other members of the department as required.
- Implement GMAC policies, in particular those around diversity, environmental sustainability and access.
- Carry out additional duties as deemed appropriate by the Director of Marketing and Communications.
- Work evenings and weekends as appropriate.
- 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 | Experience in a similar role, including line management | Experience of using Spektrix or similar ticketing 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 CRM systems and of using customer data to drive income | |
| Specialist knowledge | Knowledge of legislation relating to copyright, data capture and data protection | Excellent knowledge of, and interest in, the UK arts, cultural or visitor attraction sectors |
| | Excellent understanding of and high level commitment to equality and representation | Strong understanding of Box Office ticketing systems, including event set up, data analysis and reporting |
| | Knowledge of brand management and development | Knowledge of the theatre and performing arts, visual arts and/or film sectors |
| Practical skills | Excellent organisational, scheduling and planning skills, including ability to prioritise sizeable workload and delegate tasks accordingly | Design and/or video editing 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 and edit great marketing copy suitable for a wide range of audiences and multiple marketing channels | |
| | Strong IT skills | |
| Personal skills | 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

Terms and Conditions

TITLE OF POST: Head of Marketing (Job Share – 0.6FTE)
HOURS: This role is a job share, working 3 days per week (24 hours including lunch breaks), fixed term for 12 months with possibility of extension

Exact hours of work as required by demands of the post. HOME offers hybrid working with the ability to work flexibly for up to 40% of the working week.

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: £32,000 pro rata
ANNUAL LEAVE: 25 days p.a. plus statutory holidays
PROBATIONARY PERIOD: 3 months
NOTICE PERIOD: 1 months
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
- Family friendly policies

How to apply

The deadline for applications is Friday 5 August 12noon

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 Mon 15 August 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/>.

