

SENIOR MARKETING & SALES MANAGER

Job Pack

HOME

GMAC is funded by



MANCHESTER
CITY COUNCIL



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ENGLAND



About HOME

HOME, Manchester's new centre for international contemporary art, theatre, film and books, was opened by our Patron Danny Boyle over the 2015 May Bank Holiday weekend. In our first year we welcomed over 100,000,000 visits and generated £30 million GVA for the Greater Manchester economy, supporting the equivalent of 125 full-time jobs in the region.

HOME is a multi artform, mixed economy venue.

The building includes:

- 450-seat theatre
- 150-seat flexible theatre space
- 500m² 4m high flexible gallery space
- Five cinema screens
- Bookshop
- Food, drink and private hire facilities including bar, café bar, cinema bar and event space

What do we do?:

- Produce and co-produce our own theatre work with a range of organisations, directors, designers and writers and present an extensive programme of theatre from national and international visiting companies.
- Present new commissions from emerging and established contemporary artists of regional, national and international significance in our galleries.
- Screen exciting, independent, provoking film work from the UK, Europe and further afield – from the latest releases to artist film, rare archive films and great classics.
- Deliver an extensive range of engagement and creative learning activity including HOME Young Creatives, an extensive talent development programme, talks, tours, Q&As and other great events which increase access to and create an extra dimension for many of our film events, exhibitions and theatre productions.

In 2015/16, our first year of operation, we sold over 210,000 theatre and film tickets, presented 26 theatre performances, screened 531 films from over 40 different countries and welcomed over 55,000 people to 13 major new visual art exhibitions and events.

We are looking for an experienced arts marketing professional, with a good working knowledge of theatre and the performing arts, to drive and evaluate our sales & marketing campaigns for our artistic programme and engagement activity, in order to build ticket sales, develop new audiences and increase the depth and effectiveness of our audience insight and research.

You'll be part of a team of eight who deliver all aspects of our marketing, audience development, research, digital, PR and communications activity. Responsible for managing two marketing officers, you'll deputize for and work closely with the Director of Marketing and Communications to create and deliver marketing campaigns and audience development strategy for all parts of HOME's artistic and engagement programme. You will also work very closely with our Box Office and Programming teams.

Our ideal candidate

Will be a highly self-motivated, experienced marketing professional with line management experience.

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.

Application Procedure

To apply for this post, please complete the HOME application form telling us how you meet the Person Specification for the role, supplying examples which illustrate how your skills and experience will help you to deliver the responsibilities outlined in the Job Description.

HOME strives to be an equality of opportunity employer. To help us to monitor our progress, please also complete the Equal Opportunities questionnaire.

The deadline for applications is **12noon Fri 9 December 2016**

Interviews will take place in Manchester on one or more of the following days **Thu 15, Fri 16 & Mon 19 Dec 2016**

Candidates for interview will be contacted by telephone. If you do not hear from us by **Wed 14 December**, please assume that you have not been successful on this occasion.

Unfortunately we cannot acknowledge receipt of application forms.

If you wish to apply by email, please send your completed forms to:

Clare.sydney@homemcr.org

If you are posting your application, please send it to:

Clare Sydney
HOME
2 Tony Wilson Place
Manchester

Greater Manchester Arts Centre Ltd trading as HOME

M15 4FN

Please mark your envelope *Senior Marketing & Sales Manager application*.
If you have any questions about the information supplied, please do not hesitate to contact Clare Sydney on 0161 212 3549.

Thank you for your interest in this role.

Job Description

Purpose

- To manage marketing activity for all aspects of HOME's programme, through management of the marketing officers and delivering innovative, effective and creative campaigns that ensure visitor and sales targets are met
- To support the Director of Marketing & Communications to carry out new initiatives for audience development, engagement and income generation

As this is a new position, this job description and the duties outlined within it will be subject to review after 1 year in conjunction with the postholder.

Team Marketing & Communications

Responsible to Director of Marketing and Communications

Responsible for Marketing & Sales Officer x 2

Working evenings and weekends as appropriate.

Main Duties

- To lead the activity of the Marketing & Sales Officers, delegating work, providing strategic direction, development and feedback. To take the delivery lead on our campaigns for theatre productions, and manage relationships with the marketing departments and relevant contacts at our visiting companies.
- To deputise for the Director of Marketing and Communications, managing the Marketing & Communications team in her absence and representing the organisation at internal and external events and meetings.
- To plan and carry out marketing campaigns to promote the breadth of HOME's offer, increasing sales and building new audiences for theatre productions, visual art exhibitions, film seasons and events, engagement and digital programmes and development and fundraising projects.
- To work with the Box Office Systems & Data Managers and Programme Producers to set price structures for paid-for events including promotional offers and concessions where appropriate
- To support the Box Office Systems & Data Managers in putting events on sale and ensure timescales are effectively communicated to staff, companies and partners
- To work with the Box Office Systems & Data Managers to ensure we're making best use of our box office and CRM systems, in particular exploring potential developments for cross-selling and income generation and using box office data to help us to

Greater Manchester Arts Centre Ltd trading as HOME

evaluate audiences and track the impact of marketing activities on sales and audience objectives.

- Maximise ticket sales through the HOME website, regularly reviewing content, design and improving customer experience of our online booking service in conjunction with the Digital Content Manager, Director of Marketing and Communications and Box Office Systems & Data Managers.
- Manage the annual marketing budget, allocating resource effectively across all areas of campaign activity.
- 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.
- Manage the development and maintenance of mailing lists for key stakeholder organisations and VIPs, schools, colleges, academics, Manchester organisations, access and disability organisations and other strategically important organisations.
- To work with the Marketing Officers to maintain and establish effective working systems including internal communication of marketing activity, planning weekly e-mail newsletter distribution and display of printed materials.
- Maintain positive partnerships with visiting theatre companies, co-producers, artists, film distributors and other relevant stakeholders to maximize opportunities cost effective and creative joint marketing campaigns and activity.
- To lead on other audience research and development projects where needed.
- Undertake regular reporting on key sales metrics to staff, stakeholders and performing companies including, but not limited to, ticket sales, yield, marketing activity and other metrics related to audience engagement.
- Manage our day to day relationship with The Audience Agency, working with the Director of Marketing and Communications to ensure that we fulfill's Arts Council England's requirements relating to data sharing with National Portfolio or Arts Council funded companies, and fully support visiting theatre companies when they require advice or information about audiences for specific productions.
- 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.
- Ensure that GMAC staff are aware of & comply with any legislation relating to data capture & data protection.

- Be an advocate and ambassador for the organisation, ensuring HOME's visual and verbal identities are understood and applied to a high standard, retaining coherence of tone of voice and style across all of our marketing and communications.
- Implement GMAC policies, in particular those around diversity and access.

PERSON SPECIFICATION

	Essential	Desirable
<p>QUALIFICATIONS AND TRAINING</p> <p>SPECIALIST KNOWLEDGE & EXPERIENCE</p>	<p>Educated to degree level</p> <p>At least 2-3 years of managing marketing and sales activity</p> <p>Experience of managing a small team or individuals</p> <p>Proven ability to plan and deliver innovative and creative integrated advertising and marketing campaigns that drive sales.</p> <p>Good understanding of the principles of CRM systems and of using customer data to drive income, ideally in a theatre setting</p> <p>Experience of evaluating marketing activity and audience data and acting on outcomes to develop and improve future activity</p> <p>Experience of commissioning, briefing and working with external suppliers including media planners, designers, printers, distribution channels etc</p> <p>Experience of using online communications and social media to as part of integrated marketing campaigns including</p>	<p>Specific professional marketing qualification</p> <p>Preferably in an arts organisation, specialising in theatre/performing arts</p> <p>Experience of Box office systems and ticketing software, ideally SR0/Top Tix Box Office System</p> <p>Knowledge of legislation relating to copyright, data capture & data protection.</p> <p>Experience of co-ordinating membership schemes.</p>

PRACTICAL &
INTELLECTUAL
SKILLS

knowledge of advances in
technology and digital media

Experience of planning and
delivering stakeholder events

Excellent communication skills –
able to motivate a broad cross
section of both internal and
external partners, including arts
professionals

Excellent interpretative and
analytical skills

Commitment to quality and
accuracy and a great eye for
detail

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

Strong attention to detail

Excellent organisational,
scheduling and planning skills,
including an ability to prioritise a
sizeable workload and delegate
tasks accordingly

DISPOSITION &
ATTITUDE

Good interpersonal skills,
enthusiasm and a sense of
humour

A passion for GMAC's work:
Contemporary visual art,
independent film, new theatre.

Highly professional, able to
handle difficult and/or high
pressure situations assertively and
diplomatically

PERSONAL
CIRCUMSTANCES

Willing and able to work irregular hours – evenings, weekends and bank holidays

Able to undertake regional and national and international travel

TERMS AND CONDITIONS OF SERVICE

SENIOR MARKETING & SALES MANAGER

GMAC Ltd has a Staff Manual that provides full details of all terms and conditions of employment as well as staff benefits. The following are the main terms of employment.

Salary	£26,000 - £28,000
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. Overtime payments will not be made, however time off in lieu, with the agreement of the Director of Marketing and Communications, will be available to cover any additional hours worked</p>
Contract Period	Permanent
Probationary period	3 months
Period of notice	3 months will apply to both employer and employee
Holidays	25 days p.a. plus statutory holidays
Pensions	GMAC Ltd operates a company pension scheme that is available to all staff

Background

HOME, Manchester's new centre for international contemporary art, theatre, film and books, was opened by our Patron Danny Boyle over the 2015 May Bank Holiday weekend and has already welcomed over 100,000,000 visits.

Our two theatres are a playful platform for UK and world premieres, with new work developed by HOME and commissions in drama and dance from some of the most exciting UK and international theatre companies and performers on the scene today.

You can see the very best in contemporary art in our galleries, with new commissions from by emerging and established artists of regional, national and international significance.

Our five cinema screens light up with challenging, independent, provoking film work from the UK, Europe and further afield – from the latest releases to artist film, rare archive films and great classics.

And our engagement and creative learning programme includes talks, tours, Q&As and other great events to add an extra dimension to many of our film events, exhibitions and theatre productions.

Whether you want to see work that challenges and astounds, or get closer to directors, writers, filmmakers and artists, or just drink the best coffee in town, we hope you love HOME.

“Our promise is that risks will be taken and that minds will be opened. We will create a dynamic new centre for the arts but more than the space or the menu, or the sign above the door, it will be the work that astounds and that continues to put this company of curators, and the city of Manchester, at the forefront of Britain’s cultural scene. Relevant and revolutionary, critical and contemporary, this is HOME.”
comments Dave Moutrey, Chief Executive of HOME.

Creative Vision for HOME

We are an organisation that:

- i. makes art which is compelling, questioning and ambitious***
- ii. makes art differently***
- iii. deepens relationships between artists and audiences***
- iv. nurtures and celebrates artists***
- v. is rooted in Manchester with global ambitions***
- vi. has a responsible business model that supports creative risk***

HOME's Values

HOME is: *creative, adventurous, collaborative, provoking, stimulating, curious, and welcoming*

HOME's Operating Principles

HOME:

- Welcoming and open to everybody
- Imaginative in the way we use our building
- Valuing the skills, craft and creativity of our workforce and volunteers
- A digital innovator
- A catalyst for cultural connection and collaboration
- Building on our shared legacy of work with local communities
- Placing participation and learning at the core of our activity
- Seeking strong partnerships with higher education providers in the city
- Aspiring to be environmentally sustainable
- Active in the public sphere, triggering and hosting debate
- Valued by Manchester's many communities