

Job Title:	Marketing Manager
Salary:	£28,000 - £32,000 dependent on experience per annum
Reports to:	CEO
Role:	Full time, permanent
Purpose:	To play an active role as part of the senior leadership team in leading and developing the growth and development of marketing, brand, digital engagement and communications

Key Responsibilities:

Communications & Marketing

- To work with the CEO, Event Managers and PR on marketing initiatives to help promote, strengthen and protect the HIF brand and breadth of work to develop new audiences.
- Work closely with the Event Managers to develop HIFs wider communications plan and schedules to meet strategic and audience development targets.
- To oversee and deliver a creative comms strategy across the organisation to ensure effective messaging, including print and digital including the writing of engaging copy
- To work to continuously develop and refine the organisational case for support across all communications channels and are championed across the organisation.
- To oversee, develop and maintain press contacts across the Festival, to develop HIFs opportunities and relationships with the media and to oversee internal responses to press enquiries.
- To ensure cohesive internal and external messaging including newsletters and Annual Report
- Work with design and print partners where appropriate
- Accountability for overseeing and managing the marketing budgets to ensure income targets are met and costs are controlled

Box Office & Sales:

- Oversee the maintenance and management of data held on the Festivals Booking and CRM. system using this strategically to effectively communicate with our patrons.
- Develop training and support for the team to become adept at working all aspects of Spektrix
- Ensure all marketing campaigns are efficient and focussed on maximising income and achieving key communications objectives
- Ensure high quality of ticketing and sales information to improve the customer experience
- Devise and oversee a lively and comprehensive social media strategy for the Festival to extend digital reach, develop followers and build digital communications with audiences.
- Review and develop the website ensuring that it is a dynamic and high-functioning communications platform.
- Working with colleagues, develop a year-round narrative and content plan covering the website and social channels, creating and implementing social media and email marketing campaigns, announcements and newsletters.
- To lead on the Spektrix Contract and understand the use of Spektrix

Evaluation & Research

- Use data analysis techniques to ensure the delivery of customer communications are targeted to be as effective as possible in yielding engagement, loyalty and return on investment.
- Review audience, sales, and marketing data, and work collaboratively with colleagues to ensure that all projects and initiatives are positioned for success.
- Undertake regular segmentation and audience profiling to inform the communications strategy and targeting of specific audiences and participants
- Provide intel and reports, including the gathering of statistics to support the work of HIF around marketing reach and audience development/participation
- Oversee a schedule of audience research and analysis of data from multiple sources, delivering strategic insights to develop a Festival wide audience development plan
- To lead on and implement any changes to policy and working practices relevant to the Data area including GDPR and PECR.
- Attending regular evening and occasional weekend events which form part of HIFs fundraising and cultivation efforts.

General Responsibilities

- To contribute to the leadership and share responsibility for the well-being and management of the organisation.
- To attend external meetings representing the HIF where appropriate including across the region and the UK.
- To support and assist in co-ordination of all HIF events across the year-round portfolio.
- To share responsibility for the well-being and management of the organisation
- Any other duties as required by the Chief Executive.

This Job Description is not intended to be exhaustive. Due to the size of the team and nature of the work at the Festivals, the post-holder will be expected to adopt a flexible attitude to the duties which may have to be varied subject to the needs of the Charity.

Person Specification:

Experience

- Experience of communication, campaign development and delivery within the arts
- Demonstrable experience with social media platforms and social media marketing techniques
- Ability to deliver a high standard of customer service to both colleagues and external stakeholders,
- Experience of managing budgets
- Experience of dealing with and handling local and national media and PR
- Experience of managing web content
- Strong research and development experience in an audience based environment
- Experience of creating publications such as annual/impact reports, research, marketing or other relationships

Skills & Knowledge

- Excellent written communication skills with the ability to write clearly and concisely including creation of public messaging
- Excellent verbal reasoning skills and ability to organise complex information from varied sources in order to present a succinct, compelling and persuasive argument
- Excellent organisational skills including experience of staff management and ability to prioritise a varied workload with both short and long term timescales
- Experience of using CRM and box office systems
- Effective financial management skills

- Strong communication skills – presentation, written and verbal
- Working knowledge of data protection

Education, Training & Qualifications

- Educated to A level standard or equivalent

Personal Attributes

- A strong team player and communicator who will work in partnership with other senior managers to achieve objectives
- A commitment to achieving high standards with the resources available
- Flexible approach to working, including the ability to work unsocial hours
- Commitment to the arts
- A brand advocate at all times
- Ability to manage multiple stakeholder relationships

General

- Current full driving licence and access to an appropriately insured vehicle
- Commitment to equal opportunities.

Conditions of Service

The appointment will be subject to a twelve week probationary period. After a formal assessment and assuming performance has been satisfactory, the appointment will be confirmed. Notice will be one week in writing either side during the probationary period rising to eight weeks once the appointment is confirmed.

Office hours are 9.30am – 5.30pm (35 hours pw). During events delivery it is necessary to work flexibly including evenings and weekends in order to fulfil the role and meet deadlines/requirements for which HIF does not make overtime payments, although lieu time is given where appropriate.

The place of employment is the Festival Office, which is in central Harrogate, and as required by HIF at such other places where the organisation carries out its proper business.

Annual leave for this post is 23 days in addition to Bank Holidays.

You may be required to travel throughout the region. Travel expenses will be reimbursed on the basis of the cheapest available public transport fare or at the appropriate rate of mileage established by HIF.

Harrogate International Festivals is striving towards a policy of equal opportunities in all its activities and employment practices.