

Job Summary

Job Title: Marketing Officer
Grade: 5
Salary: £21,220 – £25,298 per annum
Department: Attenborough Arts Centre
Contract: Permanent
Job Reference: CSE01770

Role Purpose

Working within the Attenborough Arts Centre team and supported by the Deputy Director and Director with other marketing specialists (when required), to develop and implement the Attenborough Arts Centre marketing strategy to increase audiences and income and to raise our profile within the University of Leicester and its communities.

To provide continuity in the absence of the Audience Engagement and Development Officer

Resources Managed / Facts and Figures

There is an allocated budget of for marketing each year which currently supports the production of 2 guides for our programme of visual and performing arts plus two guides for our Creative Learning guide. The Marketing Officer will have oversight of this budget reporting to the Deputy Director monthly.

Where appropriate we also produce e-flyers or flyers to build customers for paid events.

Marketing team consists of two officer and a Box Office and Marketing Assistant with occasional volunteers or interns.

A Friends scheme is currently being developed which will require regular newsletters.

Principal Responsibilities	% Time
<p>Delivery of Sales and Marketing Campaigns (50%)</p> <ul style="list-style-type: none"> Plan, create and deliver integrated seasonal marketing campaigns and additional promotional activity as required to maximise ticket sales and media representation across all market segments 	15





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<ul style="list-style-type: none"> Take responsibility for creating, editing and copywriting of Attenborough Arts Centre marketing literature, including undertaking regular format reviews eg What's On/Creative Learning Guide 	10
<ul style="list-style-type: none"> Take responsibility for the delivery of the digital strategy across the team ensuring that targets on digital content are met 	10
<ul style="list-style-type: none"> Take responsibility for ensuring that artists, visiting companies, printers and designers follow Attenborough Arts Centre brand guidelines ensuring that AAC is properly credited 	3
<ul style="list-style-type: none"> Support PR campaigns such as writing/commissioning press releases, identifying photo-shoot opportunities, to maximise media coverage in liaison with the University press team 	10
<ul style="list-style-type: none"> Working with partners i.e. The Audience Agency and PAL to deliver targeted marketing campaigns designed to increase audiences e.g. offering special deals for staff and students, identifying special or discounted offers to our Friends scheme, supported by Deputy Director and Director as required. 	2
Analysis, Reporting and Documentation (10%)	
<ul style="list-style-type: none"> Prepare and analyse marketing information including financial reporting and project plans recommending action where appropriate. 	3
<ul style="list-style-type: none"> Perform detailed analysis and manipulation of data, highlighting issues for further investigation and preparing reports to support decision making. 	3
<ul style="list-style-type: none"> Research, collate, organise and edit material for inclusion in reports and documents. 	2
<ul style="list-style-type: none"> Conduct evaluation and review of projects to share key learning both within the organisation and with stakeholders. 	2
Customer Service (2%)	
Respond to queries or complaints from customers that arise from our marketing materials	2
Finance and Resource Management (15%)	
<ul style="list-style-type: none"> To be responsible for managing any assigned project funds relating to the marketing team's budget 	5
<ul style="list-style-type: none"> To support Deputy Director and Director in research and writing of grant applications or sponsorship to support marketing activity. 	5
<ul style="list-style-type: none"> To maintain accurate records and receipts connected to the marketing programme in line with funders' financial regulations and procedures. 	5





<p>People management (10%)</p>	5
<ul style="list-style-type: none"> Supervise the day to day work of the Box Office and Marketing Assistant and the supervision of any volunteers, work placements or interns relating to the marketing programme 	3
<ul style="list-style-type: none"> Brief staff on forthcoming marketing campaigns and provide feedback on evaluation and impact afterwards 	2
<ul style="list-style-type: none"> Support Senior Managers in identifying relevant training courses or skills development required for front of house staff to actively support the gathering of audience data to inform marketing plans 	3
<p>Continuous Improvement (3%)</p>	3
<ul style="list-style-type: none"> Seek to increase knowledge and expertise, improve skills in the field of marketing through identifying best practice elsewhere and maintaining professional networks. 	3
<p>PR activity (10%)</p>	3
<p>Contribute to ensure maximum coverage in University and local, regional and national media for Attenborough Arts Centre events, workshops, courses and other activities, as appropriate</p>	3
<ul style="list-style-type: none"> Write and/or commissioning news releases, checking them for accuracy of information and adherence to the Attenborough Arts Centre identity guidelines 	3
<ul style="list-style-type: none"> Keep the media list up to date and ensuring news releases are issued in a timely fashion to appropriate contacts 	2
<ul style="list-style-type: none"> Respond to media requests for further information, arranging interviews and photographic/filming in all formats 	2
<ul style="list-style-type: none"> Ensure all media coverage is monitored and collated and filed, and disseminated regularly to colleagues 	2
<p>Internal and External Relationships</p>	
<p>Liaison</p>	3
<ul style="list-style-type: none"> Being day to day contact for press and media contacts Regular liaison with the University press and marketing team Attend regular staff meetings and provide briefings and analysis on marketing 	3





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- Working closely with artists and organisations involved in our public programmes to reach their target audiences
- Represent Attenborough Arts Centre at relevant regional marketing networking meetings or seminars.
- Regular attendance at Attenborough Arts Centre performances, activities, and press nights within the venue and externally in the local community as well as an active interest in viewing work ahead of a performance at Attenborough Arts Centre

Customer Service

- Resolve issues and queries independently and recommend alternative courses of action.

Team working

- Work as part of a larger team including Visual Arts Officer, Education and Outreach Officer supported by a range of assistants and front of house staff to increase visitors and customers to our services
- Attend relevant staff meetings to brief staff on specialist area of work

Planning and Organising

- Work to and monitor service objectives and standards as specified by line manager Plan and prioritise own work activities to deliver the plan responding to new priorities and to funders' requirements.
- Adjust priority as necessary in consultation with Deputy Director & Director.

Qualifications, Knowledge and Experience

Essential

- University degree or equivalent in relevant subject with excellent written and spoken communication skills*
- Fully computer literate
- Strong numeracy skills.*
- Proven track record in similar/complementary strategic marketing environment with transferrable skills, minimum of at least one year's experience *
- Evidence of devising creative and imaginative marketing campaigns that attract audiences and media attention*





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- A professional manner and the social skills necessary to deal with a range of clients along with the self-confidence to represent Attenborough Arts Centre with appropriate stakeholders
- Well established links to other marketing networks and contacts*
- A creative lateral thinker and energetic team player with high levels of enthusiasm
- Familiarity with Box office systems and processes*
- Interest in corporate design and commitment of brand consistency
- Ability to prioritise and work under pressure with good time management
- Staff management skills and ability to motivate and develop individuals*
- Experience and understanding of data analysis and evaluation to meet business needs
- Diplomatic and negotiating skills with the ability to work with initiative and maturity
- Willingness to work flexibly
- Experience of partnership working in the context of arts marketing with local authorities, health authorities and/or community development.*
- Experience of researching and writing applications for grants and other funding.*
- Experience of managing resources and preparing financial records.
- An awareness and appreciation of the issues surrounding disability
- Planning and implementing data capture and evaluation*.

Desirable

- A proven working relationship with the press*
- Experience of utilising the strength of an organisation brand for business development
- Understanding of MS office packages, Patron Base system and graphic design packages including web programmes
- Knowledge of formal project management methodologies.
- Knowledge and/or interest in Performance and or Visual Art
- Experience of running focus groups relating to marketing and programming
- Knowledge or experience of the needs of disabled people in terms of access *
- Experience and understanding of working as part of a larger institution such as a Local Authority or other University

Skills, Abilities and Competencies

Essential

- An ability to express passion and commitment to the arts*.
- Excellent writing and editing skills are critical within an academic university context*
- Vision and imagination to create memorable and effective marketing campaigns*





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- Strong people and customer care skills including brokering and sustaining partnerships.*
- Organised and methodical approach to managing tasks and projects.*
- Creative lateral thinker in problem solving
- Focus and alignment.
- Time management skills to meet deadlines and agreed priorities under stress.*
- Ability to communicate with a wide range of people.
- Ability to work as part of a team.
- Ability and commitment to follow relevant health and safety and other policies and procedures.
- Ability to assess data and information and to identify problems in advance.

Desirable

- A flexible approach to dealing with changing priorities and changing tasks.
- Willingness to take fair share of evening and weekend duties when required.
- Completer – finisher – seeing a task through to the end.
- Commitment to equality of opportunity.
- Commitment to inclusive practice in the arts.

****Criteria to be used in shortlisting candidates for interview***

Additional Information:

- Performance Indicators to which the marketing team will contribute:
 - Increase our presence to target audiences through print, on line and through social media
 - Increase engagement by university staff and students to our events including development of a student Ambassador scheme
 - Increase number of attendances to our paid events and courses by 10% and increased on-line presence by 25%
 - Sales of crafts and catalogues increased
 - Increased attendances from 36,000 to 60,000 in 3 years
 - Built core groups of regular users and participants
 - Increased numbers of disabled users
 - Promote and develop imaginative use of marketing campaigns that have attracted media attention and brought in new audiences
 - Established a robust set of statistics and data on our audiences and sales trends that have informed our planning



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- Some out of contracted hours working will be required – this will be compensated by time off in lieu
- Attenborough Arts Centre operates a dress code
- This post requires an enhanced DBS check, all post holders are required to undertake safe guarding training

Equality and Diversity

The University of Leicester is committed to positively advancing equality of opportunity. We participate in a number of equalities initiatives which celebrate good employment practice for the advancement of diversity and equality. These include the Stonewall Workplace Equality Index, the Race Equality Charter and [Athena Swan](#) (for which we are currently Bronze award holders).

We are proud to be selected as one of only ten Universities internationally to be an impact champion for [HeForShe](#), a global solidarity movement for gender equality. We also have a number of staff equality fora who champion the advancement of equalities for diverse groups. To find out more please visit the [Equalities](#) webpage.

Staff Benefits

- 24 days annual leave plus 6 closure days plus bank holidays
- Pension
- Discounted gym membership
- Childcare voucher schemes

