

# Marketing & Communications Officer

## Job Description

**Job Title:** Marketing & Communications Officer

**Reporting to:** Arts Programme Manager

### **Background**

Junction is Goole Town Council's arts centre, which opened in November 2009. This superb facility is a mixed-use building that offers a wide range of arts and cultural events and a cinema programme. As well as our own professional programme of touring theatre, music, dance, children's events and films, we run a year-round Creative Engagement Programme including classes and courses in drama, music and dance. The venue is used by other individuals, groups and organisations for meetings, workshops and performances. It also provides the office base for Goole Town Council, is home to The Walkway café bar and has rooms available for use by community and other groups.

### **The role**

As Junction's Marketing & Communications Officer you will be responsible for the strategic and day-to-day development of our marketing and communications function. You will have responsibility for conceiving, implementing, and executing strategies to grow audiences to Junction's programmes and to develop the venue's reputation on the local, regional and national stage as efficiently and effectively as possible within agreed resources.

You will play a key role in contributing to Junction's Business Plan to support the vision and mission of the company, and our status as a National Portfolio Organisation of Arts Council England.

As Junction operates under Goole Town Council, you will also take on responsibility for a limited number of Marketing & Communications plans for other Goole Town Council projects and initiatives, including promoting Council business/announcements through press releases and social media.

### **Terms**

**Hours:** 22.5 hours per week, working across 3 days (or other shift patterns considered/negotiable)

**Salary:** SCP 12: £22,571 per annum (pro rata)

**Probation:** 3 months

**Contract Type:** Permanent

**Notice period:** 1 week during probationary period, 1 month thereafter

## **Duties and Responsibilities:**

### **Audience**

- Gain an in-depth of understanding of Junction's current and potential audiences through data analysis, and devise and implement an Audience Development Plan to reach, build and engage those audiences - particularly in 'hard-to-reach' settings.
- Grow audiences to our Creative Engagement programmes.
- Develop crossover strategies between art forms and Creative Engagement streams.
- Develop marketing initiatives with external partners.
- Continuously review strategies/initiatives to support access to art for all our audiences, whilst maintaining commercial returns for Junction and its visiting companies.
- Design and implement surveys to generate audience feedback on productions the venue.

### **Marketing and Communications**

- Develop and implement a marketing strategy that will promote the venue to audiences, producers, stakeholders, funders, community organisations, corporate users, etc.
- Ensure that Junction's branding is consistently maintained.
- Build positive relationships with the press and other media and secure a broad range of local and regional coverage; acting as a spokesperson for Junction when requested.
- Liaise with visiting companies to ensure their shows/events are effectively promoted and they are regularly informed of performance against pre-agreed marketing plans.
- Lead on the development and delivery of a Digital Communications Strategy for Junction, and manage and maintain the company's websites, social media presence and digital profile.
- Manage all in-house and external displays, updating as necessary.
- Design and produce print (adverts, invitations, newsletters, direct mail letters, etc.).
- Place all media advertising and monitor Return on Investment.
- Liaise with external agencies – such as design teams, press teams, producers, promoters etc., developing briefs for work and ensuring they are met.
- Take lead responsibility for Junction's compliance with the General Data Protection Regulation (GDPR) and all Data Protection legislation.

### **Box Office and Customer Relations**

- Be the lead contact for Junction's Box Office and CRM systems, liaising with the account management and support teams of our chosen provider.
- An advanced user of our ticketing and CRM system with particular attention to creating a data-driven approach to audience development.
- Provide occasional cover on Box Office and Front of House duties as required.

### **Development**

- Develop, promote, manage and grow individual giving and fundraising campaigns to increase income, including – but not limited to – the implementation and management of membership/subscription schemes and point of sale donation asks.

**Finance**

- In liaison with the Arts Programme Manager, set the annual marketing budget.
- Control the marketing budget to ensure that resources are managed effectively, monitoring both spend and Return on Investment - ensuring outputs are delivered on budget and in line with agreed KPIs.
- Report on financial performance of Marketing and Communications initiatives.

**Other**

- Keep up to date with developments in art marketing and communications, for the benefit of Junction and Goole Town Council.
- Attend Junction and Goole Town Council events as required.
- Attend and contribute to regular Company and Operations meetings.
- Actively develop and implement green policies and practices for the department.
- Adhere to, and actively contribute to policies including Equality (diversity, access, equal opportunities), Child Protection, Data Protection, Environmental and Health & Safety.
- Act always in the best interest of Junction and Goole Town Council.
- Undertake any other duties as reasonably required and commensurate with the role.

## **Person Specification**

### **Essential**

- At least 2 years professional employment in arts marketing.
- Educated to degree, or relevant qualification/experience.
- Proven successful track-record of growing attendances and sales in a theatre/film context.
- Track-record of developing and implementing successful marketing and sales campaigns.
- Demonstrative rigour in research and analytic techniques.
- Graphic Design Skills.
- Good eye for design and publicity image aesthetics.
- Computer literate, with experience in Box Office and CRM software, CMS software for websites and Adobe Creative Cloud.
- Excellent writing, language and proof-reading skills.
- Understanding of Creative Engagement opportunities and their contribution to the arts.
- Understanding of the GDPR and data protection legislation.

### **Desirable**

- Knowledge of key theatre/arts networks.
- Experience of budget-holding.
- Experience of brand management and implementation.
- Experience of website scoping, wireframing, launch and maintenance.

### **Personal and Professional Qualities.**

- Organised and methodical with ability to multi-task across several projects.
- Clear and courteous communicator.
- Capacity for innovative and creative thinking.
- Flexible and adaptable to changing demands and new challenges.
- Ability to work collaboratively in a small team.
- Ability to work to tight deadlines.
- Good time management and self-starter.
- Committed to the arts and a good sense of humour.
- Numeracy, literacy and IT competence commensurate with the demands of the post.
- Ability to work unsociable hours in line with the demands of the post and the organisation.