

# JUNCTION GOOLE

## JOB DESCRIPTION

<b>POST TITLE:</b>	Marketing & Communications Officer
<b>LOCATION:</b>	Junction Goole
<b>RESPONSIBLE TO:</b>	Head of Arts & Culture
<b>RESPONSIBLE FOR:</b>	Nil staff
<b>HOURS OF WORK:</b>	37 per week
<b>GRADE:</b>	SCP 17

**JOB PURPOSE:** Lead the strategic day-to-day development of our marketing and communications function, to develop the venue's reputation on the local, regional and national stage.

### **DUTIES / RESPONSIBILITIES:**

#### **AUDIENCE**

- Gain a solid 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 participation in our Creative Engagement programmes.
- Review campaigns 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 the venue's events.

#### **MARKETING AND COMMUNICATIONS**

- Support the Head of Arts and Culture in developing 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.
- 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 Plan 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.
- Place all media advertising.
- Liaise with external agencies – such as design teams, press teams, producers, promoters etc., developing briefs for work and ensuring they are met.
- Play an active role in Junction’s compliance with Data Protection legislation.

**BOX OFFICE AND CUSTOMER RELATIONS**

- 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 – membership/subscription schemes and point of sale donation asks.

**FINANCE**

- Control the marketing budget to ensure that resources are managed effectively, monitoring spend and ensuring outputs are delivered on budget.
- Report on return on investment of Marketing and Communications campaigns.

**OTHER**

- Keep up to date with developments in arts marketing and communications.
- Attend Junction and Goole Town Council events as required.
- Attend and contribute to regular Company and Operations meetings.
- Support Goole Town Council marketing promotions (approx. 1 day per month)
- Support the Head of Arts and Culture and GTC Senior Leadership Team in creating and maintaining a positive working culture.

**OTHER DUTIES**

The above duties and responsibilities do not encompass all the tasks associated with the job, additional duties within the scope of the grade may be reasonably required.

**RISK MANAGEMENT**

All employees need to have an awareness of risk management and that they are responsible for ensuring that they manage risk effectively in their job, all hazards and risks must be reported to the appropriate Line Manager.

**POLICIES**

Be aware of and operate in accordance with the Town Council’s vision, priorities and values and in line with published policies. Particularly those

regarding data protection, health and safety, equality and diversity, safeguarding and climate change. All employees have a duty to be aware of policies, and to comply with their content and workplace rules.

**FLEXIBILITY**

The postholder will need to be reasonably flexible in their working hours, which may include evening, weekends and bank holiday working on some occasions.

**PROMOTION**

Maintain a keen interest in all areas of the Council's operations, services and supplies, promoting the positive difference the work of the Council achieves and helping to raise the profile of our work.