

# JUNCTION GOOLE

## JOB DESCRIPTION

<b>POST TITLE:</b>	Marketing & Programme Manager
<b>LOCATION:</b>	Junction Goole. The role is predominantly Goole-based. It is also a highly outward-facing role that cannot be delivered solely from behind a desk; building strong, visible relationships locally and regionally will be essential and time outside of the office will be required.
<b>RESPONSIBLE TO:</b>	Head of Arts & Culture
<b>RESPONSIBLE FOR:</b>	Close collaboration with colleagues, freelancers and external agencies. The postholder will provide day-to-day task direction to a Marketing & Communications Assistant to support campaign delivery.
<b>HOURS OF WORK:</b>	37 per week – It is expected that the postholder will work one evening or weekend shift per week.
<b>GRADE:</b>	SCP 20
<b>JOB PURPOSE:</b>	<p>The role is focussed on two strands:</p> <p><b>Marketing:</b> the post holder will lead the strategic development of Junction Goole's MarComms plans, while taking a hands-on role in day to day campaign delivery. This element combines big-picture thinking with practical delivery, requiring someone who can set direction, manage priorities and get directly involved in creating content and running campaigns.</p> <p><b>Programme:</b> the post holder will work closely with the Head of Arts &amp; Culture to deliver a creative programme that is responsive to our audiences and positions Junction as a beacon of creativity locally and regionally.</p>

### DUTIES / RESPONSIBILITIES:

#### AUDIENCES

- 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.
- Use insight and data to inform practical changes to marketing activity, pricing, messaging and distribution, and demonstrate the impact of audience development work over time.

- Take responsibility for analysing, interpreting and clearly presenting audience data and insights to key stakeholders, including visiting companies, Arts Council England, Goole Town Council and other funders, to support reporting, evaluation and strategic decision-making.
- Grow participation in our Creative Engagement programmes.
- Review campaigns to support access for all audiences, developing clear communications around access strands (including relaxed performances, audio description, BSL interpretation and other access provision).
- Maintain a clear focus on delivering return on investment and commercial returns for Junction Goole and its visiting companies.
- Design and implement surveys and feedback mechanisms to gather audience insight on the venue's programme and events.

## **MARKETING AND COMMUNICATIONS**

- Develop a marketing strategy that will promote the venue to audiences, producers, stakeholders, funders, community organisations, corporate users, etc.
- Take direct responsibility for the creation and delivery of marketing content, including copywriting, scheduling, campaign set-up and reporting.
- Develop and maintain strong working relationships with local and regional partners, community organisations, venues, artists and funders, taking an active, visible role in the cultural life of Goole and the wider region to support audience growth and reputation.
- Build positive relationships with the press and other media and secure a broad range of local and regional coverage.
- Ensure that Junction's branding is consistently maintained.
- 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, taking day-to-day responsibility for managing and updating Junction Goole's websites, social media channels and digital content.
- 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.

## **PROGRAMME**

- Support the Head of Arts & Culture in programming an eclectic mix of creative activity including theatre, film, dance, music, comedy, visual art, and children and family arts.
- Work with colleagues to ensure the programme of work across the arts centre is integrated and communicated across the organisation.

- Manage contractual agreements and obligations in relation to the programme, keeping accurate records and ensuring timely sharing of information to all departments.
- To keep abreast of latest productions and audience trends, seeing work regularly.
- To assist with Arts Council England funding requirements and other funding bids/reports as required.

### **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, particularly as a Duty Manager during peak periods to support smooth venue operations.

### **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.
- Plan and coordinate campaign activity across available internal and external capacity, including effective use of the Marketing & Communications Assistant and freelance support.

### **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.

Freelance appointments will operate under a separate contract for services and will not carry line management or staff supervision responsibilities. Freelance appointments will not be subject to internal appraisal, HR procedures or staff performance management processes.

**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.