

Job title: Head of Campaigns

Department: Resident Services

Service: Theatre Royal and Royal Concert Hall (TRCH)

Grade: H

Post reference number:

1 Job purpose

To lead the Marketing campaigns team and oversee all marketing campaigns activity for all events and shows in the Theatre Royal & Royal Concert Hall utilising traditional and digital media, ensuring value and reach while maintaining strong stakeholder relationships with external and internal partners.

2 Principal duties and responsibilities

1. Oversee all aspects of marketing campaigns activity relating to shows and events in both the Theatre Royal & Royal Concert Hall, including creating, managing and evaluating
2. Act as Line Manager for the Marketing Officer, Marketing Assistant and Press & PR Manager co-ordinating workloads and overseeing the tasks they undertake
3. Plan and negotiate effective paid traditional and digital media strategies ensuring best values and rates
4. Establish and maintain excellent relationships with external promoters and producers and internal staff
5. Work alongside the Director of Marketing and Communications on the Theatre Royal & Royal Concert Hall's strategic audience development plans, market research and consultation activities.
6. Manage the marketing budget for the Theatre Royal and/or Royal Concert Hall working with the Finance team to gain regular and transparent information on budgets
7. Ensure accurate data is utilised by the Marketing department for monitoring, analysis and reporting on ROI using industry tools and previous campaign data.

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8. Oversee the production of all Theatre Royal & Royal Concert Hall season brochures
 9. Oversee the production of the annual Nottingham Classics brochure by the Music Programme Manager and Marketing Officers
 10. Monitor and evaluate show income targets for the Theatre Royal & Royal Concert Hall on a regular basis
 11. Keep abreast of industry developments, assessing and reporting on marketing and sales opportunities appropriate to the venue.
 12. Oversee and support the Press & PR Manager generating opportunities for print, broadcast and online media coverage locally and nationally

3 All staff are expected to maintain high standards of customer care in the context of the City council's Core Values, to uphold the Equality and Diversity Policy and health and safety standards and to participate in training activities necessary to their post.

4. All staff are expected to abide by the obligations set out in the Information Security Policy, IT Acceptable Use Policy and Code of Conduct in order to uphold Nottingham City Council standards in relation to the creation, management, storage and transmission of information. Information must be treated in confidence and only be used for the purposes for which it has been gathered and should not be shared except where authorised to do so. It must not be used for personal gain or benefit, nor should it be passed on to third parties who might use it in such a way. All staff are expected to uphold the City Council obligations in relation to current legislation including the General Data Protection Regulations and Freedom of Information Act.

5. This is not a complete statement of all duties and responsibilities of this post. The post holder may be required to carry out any other duties as directed by a supervising officer, the responsibility level of any other duties should not exceed those outlined above.

6. Numbers and grades of any staff supervised by the post holder:

1 x Marketing Officer
1 x Campaigns Assistant
1 x Press & PR Manager

6 Post holder's immediate supervisor: Director of Marketing and Communications

Prepared by/author: Dan Baxter

Date: October 2021

Job title: Director of Marketing and Communications



Person specification

Job title: Head of Campaigns

Department: Communities

Service: Sport & Culture – Theatre Royal & Royal Concert Hall

Grade: H

Post reference number:

Areas of responsibility	Requirements	Measurement				
		P	A	T	I	D
Delivery of effective marketing campaigns	An enthusiasm for marketing and a deep knowledge of a range of marketing, communications and media tools		✓		✓	
	The ability to work on own initiative and lead a team to plan, implement, deliver and monitor marketing campaigns		✓		✓	
	Experience of working under pressure with the ability to manage a range of accounts and lead several campaigns simultaneously		✓		✓	
			✓		✓	
	Experience of and liaising with a wide range of contacts both internally & externally.		✓		✓	
	Outstanding project and budget management experience		✓		✓	

	<p>Experience of digital and social paid media including paid social and Facebook and Google Ads etc</p> <p>Experience of booking outdoor media campaigns</p> <p>Experience of print project management, liaising with internal and external producers, external design and print companies, copywriting and proofing.</p> <p>Strong proof-reading skills and attention to detail</p> <p>Significant experience within Arts and Cultural marketing</p>		✓		✓	
Performance	<p>Significant experience of effectively managing the performance of individuals and teams through effective performance management systems</p> <p>Experience of stakeholder management</p>		✓		✓	
Information Technology	<p>Ability to use Microsoft Office packages such as Word, Excel, Outlook and Powerpoint</p>		✓		✓	
General Communication	<p>Experience of using good written and oral communication skills effectively with a diverse range of contacts at all levels both internally and externally</p> <p>A passion for the cultural sector and for the positive force that the Arts can have on society</p>		✓		✓	
Systems and database management	<p>Experience of using and utilising databases and CRM systems to effectively and efficiently drive the work of the marketing department.</p> <p>Data analysis and evaluation skills</p>		✓		✓	
Work to promote mutual respect and good relations	<p>Sensitivity to a diverse range of patrons/visitors and evidence of responding to their different needs</p>		✓		✓	

	Provide a quality service to a diverse range of patrons/visitors whilst promoting positive relationships and equality		✓			
Work Related Circumstances	<p>Work flexible hours including evenings and weekends with reasonable notice</p> <p>A wide and varied interest in the Arts, including a good working knowledge of classical & contemporary music, comedy, drama, opera, musicals and dance</p> <p>Willingness to comply with the City Council's non-smoking policy.</p>		✓			
			✓		✓	
			✓			

P: Pre-application **A:** Application **T:** Test **I:** Interview **D:** Documentary evidence

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