

Job Title	Product Marketing Manager – Combined Arts
Location	Chilcomb, Winchester
Workstream	Central, Marketing and Fundraising
Function	Marketing
Line Manager	Head of Marketing and Communications
People Leadership	One direct report
Diversity & Inclusion We are committed to promoting equality and diversity and a culture that actively values difference.	
Role Purpose To lead and deliver marketing activity, for Hampshire Cultural Trust’s three vibrant arts centres - the West End Centre in Aldershot, Forest Arts Centre in New Milton and Ashcroft Arts Centre in Fareham - and the live performance and community programme at Winchester Discovery Centre.	
Responsibilities <ul style="list-style-type: none"> ▪ Working with the Head of Marketing and Communications, to develop the marketing strategy and activity plans to drive demand for the trust’s three arts centres and for the live performance and community programme at Winchester Discovery Centre ▪ Lead the delivery of marketing activity plans, including the development and execution of specific and comprehensive campaigns, primarily in the digital environment ▪ Work with the Customer Insights Manager to utilise research tools such as Audience Finder and Mosaic Profiling to inform marketing initiatives and monitor customer feedback to understand audience needs and drive improvements ▪ Responsible for website content, ensuring it is continually refreshed and engaging ▪ Create, execute and evaluate e-mail campaigns through the trust’s email platform ▪ Write, edit and produce relevant and inspiring content for multiple platforms, including the trust’s blog, Culture on Call, websites and social media channels ▪ Ensure all content is current, fresh and engaging ▪ Identify, develop and maintain strong relationships with promoters, acts, creative practitioners, stakeholders and suppliers ▪ Provide full evaluation and actionable insight of all campaigns and platforms to drive improvements. ▪ Responsible for HCT’s digital asset management platform in relation to the trust’s three arts centres and live performance and community programme at Winchester Discovery Centre ▪ Partner with HCT’s Communications Officer to deliver proactive PR activity ▪ Occasional weekend and evening working ▪ To fulfil any other duties or projects required by the trust 	
Experience, Skills and Qualifications: <u>Essential:</u> <ul style="list-style-type: none"> ▪ Experience in digital marketing and ticketing platforms and tools, for example Spektrix, Mailchimp and Google Ads, preferably in an arts or cultural environment ▪ Experience of CMS systems and digital communications platforms including multiple social media channels, PPC and SEO ▪ Full driving licence with access to a car required (business insurance will be required) ▪ An understanding of how to segment and target audiences ▪ Excellent communication skills and experience of demand creation campaigns ▪ Experience of briefing campaign design and print production ▪ A flair for copywriting and excellent attention to detail, particularly proofreading ▪ Knowledge of graphics packages such as Photoshop ▪ Ability to create and interpret data for effective campaign management 	

- Proactive and positive approach to work
- Experience of successfully working with external agencies and third parties
- Knowledge and experience of the GDPR
- Full, clean driving licence




Desirable:

- An interest in arts and culture

<p>Relating & Networking</p> <ul style="list-style-type: none"> ▪ Establishes good relationships with customers and staff ▪ Builds wide and effective networks of contacts inside and outside the organisation ▪ Relates well to people at all levels ▪ Manages conflict ▪ Uses humour appropriately to enhance relationships with others 	<p>Planning & Organising</p> <ul style="list-style-type: none"> ▪ Sets clearly defined objectives ▪ Plans activities and projects well in advance and takes account of possible changing circumstances ▪ Identifies and organises resources needed to accomplish tasks ▪ Manages time effectively ▪ Monitors performance against deadlines and milestones
<p>Analysing</p> <ul style="list-style-type: none"> ▪ Analyses numerical data, verbal data and all other sources of information ▪ Breaks information into component parts, patterns and relationships ▪ Probes for further information or greater understanding of a problem ▪ Makes rational judgements from the available information and analysis ▪ Produces workable solutions to a range of problems ▪ Demonstrates an understanding of how one issue may be a part of a much larger system. 	<p>Writing & Reporting</p> <ul style="list-style-type: none"> ▪ Writes clearly, succinctly and correctly ▪ Writes convincingly in an engaging and expressive manner ▪ Avoids the unnecessary use of jargon or complicated language ▪ Writes in a well-structured and logical way ▪ Structures information to meet the needs and understanding of the intended audience
<p>Entrepreneurial and Commercial Thinking</p> <ul style="list-style-type: none"> ▪ Keeps up to date with competitor information and market trends ▪ Identifies business opportunities for the organisation ▪ Demonstrates financial awareness ▪ Controls costs and thinks in terms of profit, loss and added value 	<p>Adapting & Responding to Change</p> <ul style="list-style-type: none"> ▪ Adapts to changing circumstances. ▪ Accepts new ideas and change initiatives. ▪ Adapts interpersonal style to suit different people or situations. ▪ Shows an interest in new experiences. ▪ Deals with ambiguity, making positive use of the opportunities it presents.

Values

 <p>CONFIDENCE</p> <p>We have the courage to aim high and think differently</p>	 <p>CREATIVITY</p> <p>We are imaginative, resourceful and flexible in what we do and how we do it</p>	 <p>EXCELLENCE</p> <p>We aspire to the highest standards in everything we do</p>
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 <p>RESPONSIBILITY</p> <p>We are all responsible for the success of the trust, as individuals and together</p>	 <p>TEAMWORK</p> <p>Through working collaboratively, we inspire our people to make their best contribution, share knowledge and celebrate our achievements</p>	 <p>RESPECT</p> <p>We are considerate, respectful and understand each other's similarities and differences</p>	
<p>Created by:</p>	<p>Liz Leask</p>	<p>Date:</p>	<p>December 2021</p>
<p>HR Review by</p>	<p>Anne Horn</p>	<p>Date:</p>	<p>December 2021</p>