

## Vacancy Summary

<b>Job Title:</b>	<b>Product Marketing Manager – Combined Arts</b>
<b>Salary:</b>	<b>Up to £28700 per annum</b>
<b>Location:</b>	<b>Winchester</b>
<b>Hours:</b>	<b>37 per week</b>
<b>Type of Contract</b>	<b>Permanent</b>
<b>Line Management</b>	<b>One report</b>

### **Are you a creative and motivated marketer with a passion for live shows and creative activities?**

As Product Marketing Manager – Combined Arts, you will be instrumental in creating demand for our programme of live performance, classes and workshops at our four vibrant arts venues across Hampshire. You will lead on the development and implementation of marketing campaigns, primarily in the digital environment, to grow our audiences and attendance, as well as driving income.

A varied, exciting and fast-paced role, you will have a marketing assistant report to you and will work closely with colleagues in the wider marketing, communications and digital team.

#### A bit about you

A talented marketer and communicator, you have experience of delivering digital marketing activity and are also comfortable working offline. Proactive, positive and driven to achieve results, you have a track record of planning and executing successful demand creation campaigns, where you have applied a broad range of creative marketing techniques and tools to engage and grow audiences. Resourceful, flexible and adaptable, your planning and organisational skills are excellent and allow you to work to multiple deadlines across simultaneous projects. Your creative flair for copywriting and attention to detail enable you to produce fresh and relevant content on multiple platforms to inspire and engage audiences.

#### What it's like to work for us

At Hampshire Cultural Trust, we have a vision to create inspirational cultural experiences that enrich and transform lives. We manage and support 23 attractions across Hampshire and deliver county-wide outreach programmes that bring great culture to local communities. We also deliver a diverse range of wider social impact initiatives targeted at those who are most vulnerable or disadvantaged and who would not usually have access to arts and culture.

We are committed to promoting equality and diversity and a culture that actively values difference. We recognise people from different backgrounds and experiences bring valuable insights to the



workplace and enhance the way we perform and work. Our levels of employee engagement are high and our organisational culture positive.

### The benefits of working for us

- 25 days annual leave (pro-rated for part time working)
- Pension
- Life Assurance
- Cycle to Work Scheme
- Health Cash Plan
- Employee Support Programme
- Opportunities to learn, develop and progress
- Team Card - Free access in our fee paying venues and discounts across café and retail.

To apply please forward a copy of your CV together with a cover letter explaining why you would excel in this role to [recruitment@hampshireculturaltrust.org.uk](mailto:recruitment@hampshireculturaltrust.org.uk). Please note applications without a cover letter may not be considered.

Closing date for applications: 14 January 2022  
Telephone Screening: W/c 17 January 2022  
Interview date: 25 January 2022

To find out more about us visit our website [www.hampshireculture.org.uk](http://www.hampshireculture.org.uk)