

**Role profile**

<b>Job Title:</b>	Senior Marketing Officer (Arts)
<b>Location:</b>	Winchester
<b>Line Manager:</b>	Head of Marketing and Communications

**Purpose of role:**

To deliver Hampshire Cultural Trust's (HCT) marketing activity for our vibrant Arts centres, the West End Centre in Aldershot, Forest Arts Centre in New Milton and Ashcroft Arts Centre in Fareham. The role is instrumental in creating demand for our performances as well as our workshop and classes programmes.

**Main Responsibilities:**

1. To work with the Head of Marketing and Head of Culture Hubs to create and deliver the marketing strategy for HCT's arts centres
2. Manage the creation and content of promotional campaigns for arts centres, primarily in the digital environment
3. Work with the venue ticketing system and other research tools to inform marketing activity and provide analysis of audience data
4. Be responsible for web site content and social media campaigns
5. Create and execute e-mail campaigns through HCT's e-mail platform, Mailchimp
6. Develop and execute specific and comprehensive campaigns both on and off line across all work of the arts centres including ticketed shows, workshops, classes, room hire and other commercial activity
7. Manage PR campaigns and generate editorial content for various platforms
8. Identify and develop relationships with promoters, acts and educational practitioners
9. Produce a full evaluation of all campaigns
10. Provide reporting on digital marketing platforms and media monitoring
11. Assist with HCT's asset management programme
12. Support the Head of Marketing and Communications and Director of Marketing and Fundraising as required

**Other duties**

To undertake any other duties or projects commensurate with the nature and grade of this post as required by the organisation. The post holder must be willing to undertake duties outside normal working hours.

**Corporate and statutory initiatives - equalities/health and safety/environmental sustainability**

- Maintain an awareness of and comply with Hampshire Cultural Trust policies and apply them to the day-to-day operation to ensure its legal and statutory obligations are met
- Comply with health and safety, equalities and environmental sustainability guidance and working practices
- Undertake appropriate training and development

**Key competencies of role:**

- 2.1 Working with People
- 3.1 Relating and Networking
- 4.1 Writing and Reporting
- 5.1 Learning and Researching
- 6.1 Planning and Organising
- 7.1 Adapting and Responding to Change

**Person Specification (competence requirement):**

**1. Essential qualifications**

- Relevant degree with GCSE English and Maths

**2. Essential knowledge/skill/experience**

- Experience in digital marketing platforms, for example Mailchimp, Google Ads in an arts environment
- Experience of CMS systems and digital communications platforms including multiple social media channels
- An understanding of how to segment and target different audiences
- Excellent communication skills and experience of proactive PR campaigns
- A flair for copywriting and excellent attention to detail, particularly proofreading
- Knowledge of graphics packages such as InDesign or Photoshop
- Ability to create and interpret data for effective campaign management
- Aptitude for problem solving and positive approach to issues management
- The ability to meet deadlines, as well as excellent organisational and time management skills
- Proactive and 'can do' approach
- Experience of dealing with external agencies and third parties
- Knowledge and experience of GDPR principles

### **3. Desirable requirements**

- An interest in the arts, heritage and culture

### **Working Conditions**

The following section provides an outline of the working conditions that may be encountered in this role.

- Use of display screen equipment
- Occasional manual handling of objects, up to 10kg
- Use of own vehicle for work purposes, will be required to travel to arts centres as necessary