

Marketing Manager

Strike A Light

Primary Purpose

To lead on the creation and delivery of our marketing plan to develop audiences, engage the local community and increase sales. To work closely with other staff members who work directly with young people and schools to ensure that our marketing activity supports our outreach work and vice versa, allowing us to engage diverse audiences.

Specific Duties and Responsibilities

- To develop and implement marketing plans and schedules for our annual festivals and year round programming
- To support the marketing of our participation and producing work through print, online marketing and advertising
- To lead on the creation of an organisation marketing and communications plan and brand identity, working closely with the Artistic Directors and Executive Producer
- To work creatively to harness word of mouth marketing, for example through ambassador schemes, social takeovers, group offers, face to face engagement with community organisations etc
- To devise and deliver grassroots level marketing activity to complement traditional marketing channels
- To oversee print production and distribution
- To make effective use of our website, social media channels and mailing lists to promote our activities and increase audience figures and sales
- To write engaging, accessible copy
- To use social media monitoring tools and Google Analytics to track, understand and report on online engagement
- To make effective use of press, online listings, blogs etc to increase our reach
- To liaise with visiting companies to secure assets and content to promote their show
- To work with the Events Producer to ensure our box office system and marketing channels work effectively together to increase cross-selling and develop a better understanding of our audiences
- To use audience data to support organisation planning
- To manage marketing budgets and identify cost effective ways of reaching potential audiences
- To secure and negotiate on costs for advertising and promotional sites
- To ensure Strike A Light branding and funder/ partner credits are used as required on all print and online materials

General

- To work within Strike A Light's policies, including Health & Safety, Child Protection and Equalities
- To participate in organisation meetings and events as required
- To attend relevant training as and when required
- To positively represent Strike A Light at events

- Any other duties appropriate to the post and organisation

Line Management Responsibilities

- Marketing volunteers

Person Specification

Essential	Desirable
<ul style="list-style-type: none"> ● Experience of delivering successful marketing activity in an arts, community or not-for-profit context ● An enthusiasm for contemporary performance ● An understanding of arts audiences and the barriers to arts engagement ● An understanding of key marketing tools and approaches as well as structuring marketing plans ● Positive attitude and can-do approach ● Creative approach to problem solving ● Attention to detail and accuracy ● Ability to write engaging copy ● Knowledge of effective free and paid for promotion through social media platforms 	<ul style="list-style-type: none"> ● Experience of working with contemporary performance companies or venues or festivals programming this work ● An understanding of marketing responsibilities within touring theatre/ dance ● Knowledge of the Gloucestershire community and arts landscape ● Experience of working in a non-venue based organisation and engaging hard to reach audiences ● An understanding of the Gloucester context regarding arts access and audiences