



JOB DESCRIPTION

Marketing Campaigns Officer (5 days per week)

Responsible to: Head of Sales, Marketing and Communications

Job purpose: Assist in the creation, coordination and implementation of all event marketing and communication campaigns at South Hill Park Arts Centre and Theatre, increasing attendance and revenue.

Located in a beautiful eighteenth century mansion house and grounds, South Hill Park is a unique and highly regarded arts centre and theatre, providing a rich mixture of arts performances and activities.

A producing and presenting venue: music, theatre, comedy and dance, South Hill Park attracts leading professional producers, artists and local groups to form an annual performing arts programme augmented by our hugely popular in-house community productions. From life drawing classes to dance master classes, there is also an extensive range of workshops in almost everything artistic. The venue boasts two theatres, music and comedy cellar, recital room, craft workshops, three visual arts exhibition spaces and a cinema.

In the summer the grounds and buildings are taken over by a number of festivals and outdoor events – an opportunity to enjoy popular music, Shakespeare and children’s theatre in a beautifully restored, award-winning English garden. South Hill Park produces its own Christmas pantomime and large-scale in-house Easter, October and February productions.

South Hill Park is run by an independent trust registered as a charity and is funded by Bracknell Forest Borough Council and Bracknell Town Council, with project support from Arts Council England and a number of trusts and foundations.

JOB DESCRIPTION – GENERAL

The marketing and communications department consists of the Head of Sales, Marketing and Communications, Campaigns Officer, Marketing and Publicity Officer, Marketing Assistant, Box Office Manager and Box Office Receptionists. The department’s role is to develop and implement communication strategies for all aspects of South Hill Park activities in order to: meet annual targets by maximising earned income from: ticket sales, workshops/courses, commercial revenue and fundraising; develop audiences and raise South Hill Park’s local, regional and national profile as a flagship arts centre.

MAIN DUTIES AND RESPONSIBILITIES

- To work within set budgets, creating and managing effective and imaginative promotional campaigns for all events at South Hill Park , to ensure maximum income and attendance;
 - To identify, develop and maintain meaningful communications with the media, arts audiences and arts groups.
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JOB DESCRIPTION – SPECIFIC

- Create and manage promotional campaigns for each event at South Hill Park, including theatre, courses, cinema, visual arts and other events, and South Hill Park productions on tour (where applicable);
- Use a range of print, digital, PR and social media to support each campaign;
- Develop bespoke marketing campaigns for in-house shows especially the annual pantomime, by liaising with internal stakeholders, including the production of marketing materials and show programmes from design phase through to final print and distribution within set deadlines and to budget;
- Evaluate the effectiveness of each campaign to inform future decisions and campaign planning;
- Organise cast appearances as part of the wider marketing campaigns for in-house productions;
- Produce effective direct mail and e-marketing campaigns, including monthly e-newsletters and targeted e-promotions;
- Effectively brief and liaise with our external designer about artwork and copy deadlines;
- Support the implementation of South Hill Park's social media programme;
- Work alongside the Marketing Assistant to ensure social media engagement compliments each campaign;
- Design and write copy for regular e-newsletters and alerts to the public and groups; liaise with the management team about copy deadlines;
- Work with the Marketing and Publicity Officer to monitor and evaluate South Hill Park's website and carry out regular web amends and updates to make sure it is current, correct and being most effective as a publicity and information tool;
- Write and issue press releases, listings and media information for all South Hill Park shows, events and activities;
- Develop and implement bespoke media campaigns for all in-house shows and events at South Hill Park, including organising press interviews and feature opportunities;
- Liaise with incoming companies/artists on media opportunities;
- Organise press nights, VIP nights, photo-calls, review nights and other media events as required;
- Act as media spokesperson for South Hill Park within agreed guidelines;
- Maintain an active media contacts list for local, national and trade press;
- Lead on any other public relations activities as required.

General

- Represent South Hill Park as an ambassador for the organisation at press nights, performances, meetings and events;
- Undertake any other duties as may be reasonably requested by the Head of Sales, Marketing and Communications;
- Follow and adhere to all health and safety procedures and policy.

Relationships

Maintain good professional relationships with:

- Staff, tutors, volunteers and members of the Board of South Hill Park;
 - The officers and members of Bracknell Forest Council, Bracknell Town Council and Parish Councils;
 - Relevant arts organisations, associations and professional bodies;
 - All other individuals and organisations with whom South Hill Park seeks to work.
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CONDITIONS OF EMPLOYMENT

Salary: £18,000-£20,000 per annum (5 days per week)

Normal hours: 35 per week (excluding lunch breaks). Working hours 9.00am to 5.00pm. Some evening and weekend work may be required for which time off in lieu will be given.

Holiday: 29 days paid annual leave (including public and bank holidays).

Pension: Enrolment into South Hill Park's workplace pension scheme.

This post carries a probationary period of three months, during which time the notice period required by either party is two weeks. Subsequent to a satisfactory review, the notice period is increased to two months.

TO APPLY

Please complete the application and equal opportunities monitoring forms and submit by 12 noon on Thurs 5 September 2019. Interviews will be held on Wed 11 September 2019.

Send completed applications to: Faye Tims, Administrator
South Hill Park Arts Centre, Ringmead, Bracknell, RG12 7PA

Or email: faye.tims@southhillpark.org.uk

If you would like an informal discussion about the role please contact Maria Trevis, Head of Sales, Marketing and Communications by email, maria.trevis@southhillpark.org.uk

PERSON SPECIFICATION

	Essential	Desirable
Education	<ul style="list-style-type: none"> • Good general education 	<ul style="list-style-type: none"> • Educated to degree level • Marketing qualification CIM or equivalent
Skills & Knowledge	<ul style="list-style-type: none"> • Professional marketing/sales experience • Working to and meeting financial targets • Creative copywriting skills • Excellent IT skills including desktop publishing • Effective use of digital media platforms, including; website, Mailchimp and social networking • Working to set budgets • Securing local and regional press coverage • Creative background 	<ul style="list-style-type: none"> • Working in a multi-arts environment • Implementing audience development/marketing initiatives • Full driving licence • Building relationships with the local, regional and national media • Marketing promotion stand/exhibitions experience
Personal Qualities	<ul style="list-style-type: none"> • High degree of self confidence • Works well under pressure • Excellent attention to detail • Positive nature • Excellent communication skills • Extremely proactive, self-motivated, resilient and versatile • Works effectively in a team and independently • Commercially aware • Creative • Adaptable in a changing environment • An ability to get on with people from a wide variety of backgrounds 	

EQUAL OPPORTUNITIES

South Hill Park aims to be an equal opportunity employer and is determined to ensure that no applicant or employee receives less favourable treatment on the grounds of gender, age, disability, religion, belief, sexual orientation, marital status, or race, or is disadvantaged by conditions or requirements which cannot be shown to be justifiable.