

Marketing & PR Manager

Full time, permanent position

Salary: £24,964 - £28,485

Hours: Full-time (37.5 hours per week)

Location: Sampad offices, Midlands Arts Centre



Closing Date for Applications: Monday 23 April 2018

Interviews: Wednesday 2 May 2018

Purpose of position

An important role in this small team you will be responsible for all marketing, communications and audience development across all areas of our work, ensuring that the company brand and profile and activities achieves a high level of recognition across the arts sector and beyond.

We are seeking a pro-active self-starter who will play a key part in the company's ambitious plans for the next four years including celebrating Sampad's 30th Anniversary in 2020. We welcome applications from all ethnicities and backgrounds. Candidates must show an enthusiasm for developing a knowledge of South Asian arts & audiences.

Main responsibilities

Marketing:

- Devise, plan and implement creative marketing campaigns for Sampad's varied programme, in collaboration with co-producers, sector and venue partners where appropriate, in order to achieve agreed financial and audience targets. This includes (but is not limited to) print production and distribution, e-mail marketing, social media, advertising and media partnerships.
- Write concise and compelling copy for printed publicity, season brochures, e-flyers, websites, marketing packs and other materials where relevant and adapting to relevant audiences.
- Originate publicity design, images and video content working with external graphic designers and videographers
- Manage a bulk email system
- Commission eye-catching production and rehearsal photography for press and publicity within budgets.

Brand, profile & PR:

- Lead on the company's branding and act as the company's brand guardian.
- Promote Sampad working imaginatively to ensure its positive and effective image in collaboration with the Senior Management Team.
- Produce and issue effective press releases and supporting material to promote Sampad's activities
- Develop and maintain local, regional and national media contacts
- Set up and manage media interviews for Sampad representatives as appropriate
- Monitor press coverage and maintain a press log

Digital:

- Manage Sampad's website and social media channels ensuring that they have relevant, appealing, up-to-date content, maintaining and updating them regularly
- Manage the development of website refreshes and new platforms as and when appropriate
- Write, produce and send regular e-mail newsletters to the company's e-mailing lists, monitoring open and click-through rates and devising strategies to increase readership
- Develop and deliver plans and strategies to increase numbers of social media followers and website visitors and broaden our digital audience reach, deepen engagement and promote loyalty

Audience Development:

- Lead on the development and delivery of the company's audience development plan, including working towards targets to increase the number and range of people engaging with Sampad's work in line with our Arts Council England (ACE) NPO targets and agreement
- Manage the company's audience data including collection, storage and usage in line with UK data protection legislation and our ACE NPO funding agreement
- Consider the perspective of Sampad's audiences and identified audience segments when putting together the company's marketing campaigns, reviewing these segments as required
- Lead on audience evaluation including managing data collection at events, managing volunteers undertaking face-to-face questionnaires and ensuring data is inputted into Audience Spectrum, producing reports and interrogating data to gain a good understanding of Sampad's audience profile and reach
- Respond to and deliver marketing support requests from external arts and cultural organisations

Management, reporting and analytics:

- Provide regular reports to the company on ticket sales and campaign effectiveness, in order to evaluate past performance and plan future strategies
- Manage the marketing budget in consultation with the Strategic Projects Director and to adhere to Sampad's internal purchasing and accounting systems
- Recruit, where necessary, appropriately skilled staff, freelancers, and occasionally paid interns to assist with marketing activity, and to manage these roles as required
- Contribute to funding applications and funder reports
- Contribute to financial management and planning as required with regards to marketing activity in line with internal purchasing and accounting systems
- Ensure audience data lists are regularly updated, adding audience contact information in accordance with the latest Data protection legislation
- Monitor Sampad's website and all of the company's online platforms using Google Analytics and other tools, devising strategies to increase traffic and engagement.

Other:

- Represent Sampad at industry events when required
- To participate in training and development activities as required and to assist with the training and development of colleagues as appropriate
- Any other duties which may be required in relation to this post

PERSON SPECIFICATION**Essential**

- A minimum of 3 years' experience of working within a marketing environment within the cultural and/or creative industries
- Significant experience of developing and running effective marketing campaigns in an arts or cultural context
- Proven experience of developing audiences within the creative industries and/or cultural sector
- Excellent copywriting and proofreading skills and excellent attention to detail
- Experience of managing websites and online platforms
- Experience of managing budgets and contracts
- Experience of collecting, analysing and using data
- Experience in the production and distribution of print material
- Experience of working strategically
- A strong commitment to equal opportunities and diversity
- Experience and knowledge of Adobe Photoshop and InDesign
- An ability to manage competing and multiple demands
- An ability to foresee and respond effectively to new developments within a fast-moving environment

Desirable

- Experience of line management and motivation of people
- Experience of public speaking
- Experience of reporting to funders and working to artistic strategies and plans
- Experience of supporting fundraising campaigns

PERSONAL QUALITIES

- Able to work closely with other members of the team in a collaborative way.
- Able to work flexibly - this may include occasional evening and weekend work
- Understanding of and a commitment to Sampad's mission and values
- A passion for the arts and an interest in seeing the work we produce and programme
- A 'people person' who enjoys networking
- Self motivated, determined and a 'can-do' attitude

Responsible to: Strategic Projects Director

Responsible for: Occasional freelance marketing & PR staff, interns and volunteers

Salary: £24,964 - £28,485

Hours: Full-time (i.e. 37.5 hours per week excluding breaks).

Exact hours of work will be as required by the demands of the post. The company operates a TOIL system.

Holiday: 20 days per annum (plus statutory bank holidays & 4 additional fixed days per annum)

Probationary period: 6 months

Car Parking: 6 monthly or annual parking passes can be purchased by staff at a specially discounted rate (subject to availability).

Application Process

Please complete the Sampad Application Form available on www.sampad.org.uk

CVs will only be accepted as additional information and not in application for the role on their own.

Informal enquiries to Sabra Khan, Strategic Projects Director on 0121 446 3271 or sabra@sampad.org.uk