**Marketing Officer**

**Background**

Horsecross Arts is the creative organisation and charity that runs Perth Concert Hall and Perth Theatre. Perth Theatre reopened following major refurbishment in December 2017, and the Concert Hall is a major Scottish performance venue with 1,200 seat capacity.

We’re here to create a buzz; to inspire, entertain, surprise and delight. When you join Horsecross Arts, you’re not just turning up for work; you’re buying into an organisation that wants to be the best. Perth Concert Hall and Perth Theatre are both great buildings, but it’s the people that make them special.

**Purpose**

You will be responsible for developing and delivering innovative multi-channel marketing campaigns and initiatives that develop audiences, maximise reach and awareness and drive ticket sales for Horsecross Arts (Perth Concert Hall and Perth Theatre).

**Organisational relationships**

You will be a central part of the marketing team at Horsecross, reporting to the marketing and campaigns manager. You will work closely with the marketing team and liaise with colleagues across the organisation as well as external companies, partners and suppliers.

**Base**

Your principal place of employment is Perth Theatre. You may be required to work at other Horsecross venues.

**Duties and Responsibilities**

You will have opportunity to increase experience and develop skills with duties and responsibilities shared across the team. This will be reviewed on a regular basis.

**Marketing and promotion**

* Liaise with external companies - promoters, distribution and mailing companies, advertisers and designers
* Create and implement creative and strategic marketing campaign plans, incorporating multiple platforms, for a wide variety of events with strict budgets and timescales. Track campaign return on investment through relevant software
* Help research, collate and generate copy for internal and external communication which includes but is not restricted to direct mails, emails, print and digital content, assist with proofing and editing
* Be one of our points of contact for visiting companies, liaising with promoters and coordinating marketing activity between the two venues
* Work with the marketing and campaigns manager to identify and research marketing initiatives
* Work with the media relations officer on press events, promotions and competitions
* Create and edit artwork for marketing materials with Adobe Creative Suite software
* Ensure brand guidelines are applied to all marketing materials
* Oversee design, print production and distribution where required for specific brochures, campaign literature and literature for other departments with guidance from the marketing and campaigns manager
* Film and edit content for digital channels

**Online marketing**

* Maintain, review and update the website and intranet with engaging content
* Help maintain social media accounts, by creating relevant paid and organic content
* Utilise software, to monitor and evaluate digital traffic using Google Analytics data and social media insights to analyse campaign effectiveness and adapt future strategies accordingly
* Maintain, monitor and report on audience feedback systems

**General**

* Develop and manage databases, archives, shared folders and other information resources
* Work with marketing and campaigns manager and head of sales and marketing to monitor budget and process invoices
* Be prepared to undertake learning in order to work with any systems, including the box office booking system, accounting software, web content management system, survey software and emailing software
* Help organise and attend events, opening nights and press nights
* Participate in team meetings
* Provide administrative support for the department
* Assist the marketing team with other relevant tasks as required
* Any other related tasks as deemed necessary by your line manager

**Person Specification**

**Essential skills & experience**

* Marketing (or similar subject) HND, Degree, professional qualification or equivalent experience
* Minimum 2 years in a fast-paced marketing environment preferably in the arts and cultural sector with knowledge of marketing, advertising, digital arts, PR and media
* Proven aptitude for researching and collating information, monitoring and analysing activity
* Excellent verbal and written communication skills – experience of writing press releases, copywriting, email marketing and customer engagement
* Excellent organisational skills
* Experience of creating and delivering multi-channel marketing campaigns which includes providing design and print briefs
* Strong interpersonal skills
* Strong IT skills including MS Office and emailing software
* Proven record of digital marketing techniques including creating content and analysing data for email marketing, social media marketing, website analysis and SEO.
* Demonstrable experience in filming and editing as well as experience in creating artwork and digital media using Adobe Creative Suite or equivalent software

**Desirable skills & experience**

* Experience of working within a busy team
* Experience of arts marketing
* Highly numerate, budget and target driven
* Audience development experience
* Passion, interest and knowledge across the arts including theatre, classical music, contemporary music, dance and visual art
* Experience using content management systems
* Attention to detail
* Photography skills
* Self-motivated with initiative and enthusiasm
* Ability to assess complex situations and make decisions quickly
* Ability to work to tight deadlines and budgets

**Salary**

£21,846.30

**Hours of Work**

Full-time (37.5 hours per week)

**Holidays**

Holiday entitlement is 4 weeks plus 10 days Public Holidays (Part-time pro rata).

Your holiday entitlement rises to 4 weeks and 2 days after 3 years of service and rises again to 5 weeks after 5 years of service.

**Pension**

The Government has introduced a new law which requires employers to enroll their workers into a workplace pension scheme automatically if they:

Are not already in one;

* Earn over £10,000 a year/£833 per month/£192 per week
* Are aged 22 or over and
* Are under State Pension age

If you meet these requirements during your contract with Horsecross Arts, you will be auto enrolled into our qualifying scheme – The National Employment Savings Trust (NEST) Pension Scheme.

You can choose to opt out of the scheme if you want to, but if you stay in you will have your own pension which you get when you retire:

* Horsecross Arts and you pay into it every payday
* The government may also contribute through tax relief
* Your pension belongs to you, even if you leave us in the future

If you do not meet the criteria to be auto enrolled, you have the option to join the NEST pension scheme if you wish.

**Staff benefits**

* Complimentary and discounted tickets for selected Horsecross Arts’ concerts and events
* Reduced rate on local authority gym and leisure memberships
* Discount on select meals from Glassrooms Café and Perth Theatre Café
* Be part of an award-winning team!

**Eligibility to Work in the UK**

* All UK employers are required to check the eligibility to work of employees prior to appointment. Any job offer will be made subject to production of the requisite proof of the ability to work – e.g. passport, other permitted ID and NI card, visa/work permit.
* Please note due to the UK’s departure from the EU, these rules are subject to change at the end of 2020. Any EU citizen should seek specific advice around Settled Status in advance of this deadline.