

PORTSMOUTH GUILDHALL

TITLE: Digital Marketing Officer

DEPARTMENT: Marketing

RESPONSIBLE TO: Head of Marketing

HOURS: 40

PAY: £21K - £23K

PURPOSE OF JOB

You will develop and implement the digital marketing strategy of The Guildhall Trust to engage new and existing audiences, increase sales and income and raise the profile of all the Trust's activities including Shows & Events, Learning & Participation, Conferencing & Occasions, Equipment Hire, Exhibitions & Heritage and Fundraising as it embarks on a major programme of Renaissance. Responsible for all of the Trust's digital channels and social media platforms you will create engaging content that inspires and excites intended audiences.

ORGANISATION CHART





PRINCIPAL RESPONSIBILITIES

1.	To develop and implement a co-ordinated digital strategy, informed by regular analysis of data and analytics, across all digital and social platforms.	5%
2.	To create exciting and engaging content where copy, tone and messaging is tailored to its intended audience, working within the brand guidelines of the Trust and adapt copy that is provided by external sources. Video and Photography – create and edit visually effective content for use across all digital and social platforms.	15%
3.	Websites – to manage and develop The Guildhall Trust website optimising all paid (Google Display Network and PPC) and organic (SEO, Keyword) search opportunities to increase sales and promote the key messages of The Trust. To build and manage websites for The Guildhall Trust’s own events optimising all paid and organic search opportunities to increase sales. Use of analytics to understand demographics, tracking and the customer journey and implement A/B testing to improve results.	20%
4.	Social Media – to manage and develop all social media channels of The Guildhall Trust including Facebook, Twitter, Instagram and Linked In, organically increasing followers and engagement. Run effective paid campaigns across all social media channels to achieve increased sales. Be aware of and respond to social media trends, developing an effective presence on new platforms.	20%
5.	E-marketing – to manage and deliver an effective e-mail marketing campaign strategy to support shows, secondary sales, events and all areas of the Trust’s business utilising analytics and A/B testing to improve open rates, click through and sales. Manage the data and create new design templates as required.	10%
6.	Event Marketing – working with the Head of Marketing, lead on the delivery of marketing plans for digitally led event marketing campaigns including all design, online and offline promotions.	30%



OTHER

The nature of the work undertaken by the post holder will be required to work flexibly to meet the needs of the department and the business. This may include occasional evenings and weekends.

BUDGET

The post holder will be given allocated budgets against campaigns/events that they will need to manage.

PHYSICAL

Occasional lifting.

LOCATION

The post holder will be located at the Guildhall in Portsmouth.

CONTEXT

The Guildhall Trust is a charity which has successfully been running Portsmouth Guildhall since 2011. One of the South of England's largest and most established Concert Halls (2,000 seats) artists who have appeared there include The Beatles, The Rolling Stones and Pink Floyd to more recent top selling artists including Mumford and Sons, Twenty-one Pilots and Jack Whitehall.

In 2018, The Guildhall Trust launched a smaller performance space, Guildhall Studio, which offers a different programme of entertainment including children's theatre, dance, drama, niche music, comedy and is a cultural hub for the community offering workshops, activities and a supportive space for emerging creatives and artists.

The trust has successfully developed and delivered a number of its own events including Portsmouth Comic Con, Big Mouth Comedy Fest, Retro Games Fest and in 2019 is developing a number of community events and a major modern gaming event, P1-G under the umbrella of its Guildhall Event Services – Equipment Hire and Event Management business.

The Guildhall is also a thriving Conferencing, Wedding and Party venue with a popular café and a growing 'Get Involved' programme of learning and participation events, workshops and skills programmes for all ages and demographics of the community.

The Guildhall Trust is now embarking on a major programme of Renaissance to renovate and restore the Guildhall for future generations. The project, costing in the region of £10million, is due to be completed in phases in the coming years starting in 2020.

This role requires an effective communicator with first class verbal and written skills. You will be full of creative ideas with the design, creative and technical skills and a strong experience of digital marketing to deliver these effectively.

You will be a team player with the ability to effectively co-ordinate campaigns but also able to confidently work independently.

PORTSMOUTH GUILDHALL

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PERSON SPECIFICATION

This acts as selection criteria and gives an outline of the type of person the characteristic required to do the job.

Essential: - without which the candidate would be rejected

Desirable: - useful for choosing between two good candidates

Attribute	Essential	Desirable
Experience	<p>An experienced Digital Marketer who has worked within a busy marketing office environment.</p> <p>Experience of website design, build, reporting and management.</p> <p>Experience of managing B2C and B2B social media accounts.</p> <p>Experience of creating visually exciting content for a variety of platforms.</p> <p>Experience of delivering effective marketing campaigns.</p>	<p>Experience of working within a leisure venue and/or on events</p> <p>Experience of managing data and GDPR legislation.</p>
Skill/Abilities	<p>Excellent verbal and written communication skills with the ability to adapt style/messaging to suit a wide range of audiences.</p> <p>Highly competent IT skills: Microsoft Office Full Adobe Creative Cloud – including In Design, Illustrator, Photoshop, Lightroom, Premier Pro, After Effects. Wordpress and website builder themes.</p> <p>Photography/Videography/Animation.</p> <p>Creative flair and eye for detail.</p> <p>Hands on approach and team player.</p>	
Education and Training	<p>Relevant Further and/or Higher education qualification or equivalent</p>	
Other	<p>Relevant Further and/or Higher education qualification or equivalent</p>	<p>Driving license and use of car</p>