



TITLE: Marketing Manager

DEPARTMENT: Marketing

RESPONSIBLE TO: Head of Marketing

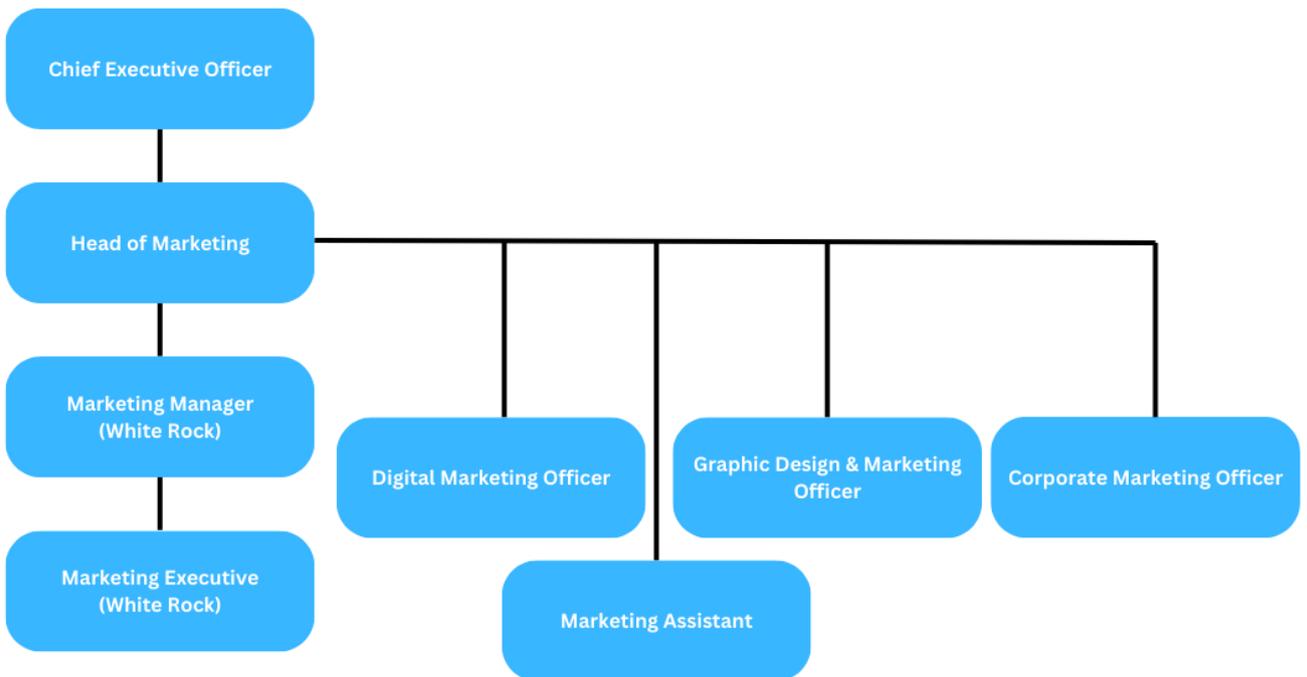
HOURS: 40hrs/week

PAY: £35,000 per annum

Purpose of Job

You will lead on delivering strategic marketing campaigns and developing audiences for The White Rock, Hastings to engage new and existing audiences and increase sales. You will raise the profile of The Guildhall Trust within the region and its vision of becoming a leading cultural organisation which places the community at the centre of everything it does to inspire, entertain and transform lives.

Organisation Chart



Principal Responsibilities

1.	To be the main point of contact for Promoters/Hirers bringing shows to the White Rock and work with them to develop and deliver effective marketing plans and campaigns that develop audiences to meet and exceed capacity targets.	30%
2.	To work with the Head of Marketing to deliver effective marketing plans for Pantomime and Trust promotions/events	20%
3..	To lead on the production of all printed materials for the White Rock – copywriting and image supply	15%
4.	To lead on PR and key media relationships for the White Rock	10%
5.	To develop regional corporate and strategic partnerships for the White Rock	10%
6.	To manage external agencies as required	5%
7.	To manage marketing budgets and reporting within the Trust's framework	5%
8.	Support the development of the Marketing Executive through mentoring and identifying training needs	5%

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 organisation. This may include working 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 White Rock, Hastings but with occasional travel to other locations, in particular Portsmouth.

Context

The Guildhall Trust is a charity which has successfully run Portsmouth Guildhall since 2011 and

from 1st February 2024 will be the operator of The White Rock, Hastings.

The White Rock is a much-loved venue located on Hastings' seafront. Home to some of the best live entertainment in East Sussex, it is one of the county's largest venues with 1066 seats and a standing capacity of over 1800. The venue is a significant cultural asset for Hastings and the wider community, hosting a broad programme of events each year, including live music, comedy, musicals, dance, plays, family shows, talk shows, school performances, festivals, exhibitions, and its famous annual pantomime.

The Guildhall Trust, which places its communities at the centre of everything it does to inspire, entertain and transform lives, plans to further develop The White Rock into a vibrant, multi-faceted cultural asset for Hastings.

Through enhancements to the concert programme, the development of a studio performance space, the introduction of new events and the expansion of the community programme, this role will be pivotal in profiling the work of the Trust and engaging existing and new audiences with the venue.

Person Specification

This acts as a 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 Marketing Manager within the arts, leisure and culture sector.</p> <p>Significant experience of delivering effective marketing campaigns.</p> <p>Digital Marketing experience.</p> <p>PR & Media Management experience.</p> <p>Experience of working with CRM systems</p> <p>Experience of partnership working and forming collaborative strategic partnerships</p>	<p>Concert marketing</p> <p>Data Management and understanding of GDPR</p> <p>Box Office systems</p>
Skill/ Abilities	<p>Excellent verbal and written communication skills.</p> <p>Excellent planning, organisation and time management skills</p> <p>Strong leadership skills</p> <p>Highly competent IT skills</p> <p>Creative flair and an eye for detail.</p> <p>Hands on approach and team player.</p>	<p>Design skills</p>

	Negotiation skills	
Education and training	Relevant Higher education qualification or equivalent	
Other	Willing to work occasional evenings and weekends	Driving license and use of car

DIVERSITY COMMITMENT

The Guildhall Trust is committed to promoting equalities and celebrating diversity and we welcome applications from people from diverse and underrepresented backgrounds.

If you would prefer to submit your application by video or through a different format or have any other questions surrounding access requirements, please feel free to get in touch with us.

We are committed to offer an interview to candidates with disabilities, providing they meet the minimum requirements of the job role. Please let us know via the optional Equal Opportunities and Monitoring Form.

Please let us know when submitting your application if you have any access requirements.

To Apply:

Please send CV and a covering letter to kelly.haswell@guildhalltrust.org.uk detailing how you meet the person specification for this position.

Closing Date: 5pm, Wednesday 20th December 2023

Interview Date: Week Commencing 8th January 2024