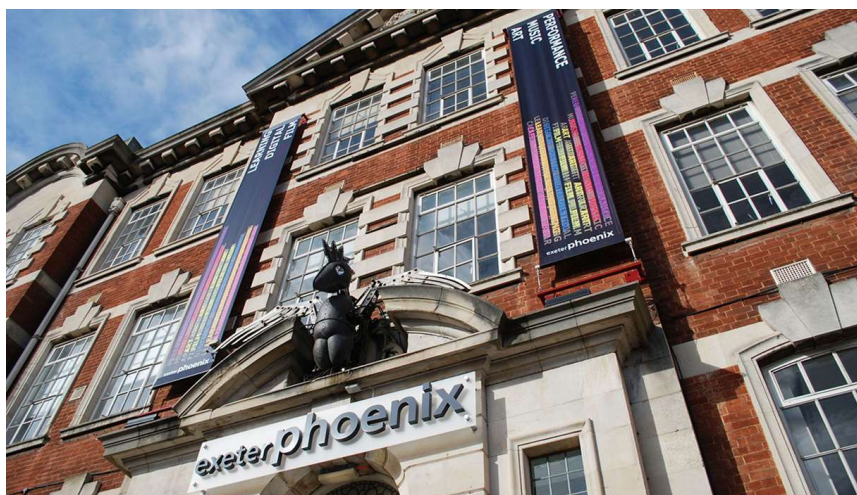


Marketing & Press Manager Job Description June 2021

exeter **phoenix**



Exeter Phoenix is a vibrant, fast-paced arts venue located in Exeter's city centre. Our programme spans music, theatre, contemporary arts, cinema, dance, comedy workshops, talks and more, as well as providing support and development opportunities for the region's creative community. The vacancy of Marketing & Press Manager offers an exciting opportunity to shape the venue's comms channels and raise the venue's profile locally, regionally and nationally.

The role will be well suited to an experienced arts marketer who thinks analytically as well as creatively. The ability to manage a heavy workload with competing priorities will be important, as will experience in developing and delivering marketing campaigns. You will play a key role in promoting our programme of activity, building the profile of Exeter Phoenix, and helping to deliver the organisation's strategic aims.

Terms

- Salary - £23,500 - £27,000 p/a depending on experience.
- This is a full time post (5 days a week, 37.5 hours)
- Holidays – 24 days p/a plus one day per year of service up to 5 years.
- Responsible to: The Director
- Responsible for: Graphic Designer, Marketing Officer, Publicity Assistant

We envision this role will be undertaken in person from our offices at Exeter Phoenix, but flexibility for some home working can be discussed at interview.

How To Apply

Read the job description and person specification below, then send a completed [application form](#) to milly.coulson@exeterphoenix.org.uk. Please note that CVs will not be accepted for this role.

The closing date for application is: 9am Monday 12th July

Once you have sent in your application, please complete our [equal opportunities monitoring form here](#). This is anonymous and helps us understand who we are reaching.

Marketing & Press Manager: Job Description

Principal Aims

- To raise Exeter Phoenix's local, regional and national profile
- To increase Exeter Phoenix's audience and visitor numbers and maximise sales income.
- To help develop the profile and reach of our artist development offer.
- To manage the marketing budget and output of the marketing team.
- To line-manage and develop the marketing team.

Specific Duties

Strategic Planning

- To manage and develop an overall marketing and press strategy for Exeter Phoenix as a vibrant, cross-disciplinary arts organisation.
- Devise, plan and implement creative marketing strategies that fulfil Exeter Phoenix's missions and aims in accordance with the Audience Development Strategy and Business plan.
- To be responsible for the development, progress and evaluation of the organisation's Audience Development Plan, reporting regularly to the Fundraising and Development Subcommittee.
- To develop and implement specific campaigns for key events in and outside the building which may include Big Screen in the Park, Two Short Nights Film Festival, Exeter Contemporary Open and Exeter Phoenix's Christmas show.
- To devise specific marketing and press plans to increase the profile of the Café Bar, space hire and the Exeter Phoenix ticket agency.
- To liaise with the Box Office Manager to ensure that knowledge of the ticketing system and its application is maintained and regularly updated.
- Analysis of the ticketing system (Spektrix) to identify key trends, booking patterns and customer preferences.
- To work closely with individual programming teams to develop audiences, reach and profile through both general and art form-specific press and marketing.
- To act as the Data Protection Officer for the organisation, managing customer Data Protection and Data Sharing Policies.

Overall Marketing and Press Activity

- To manage the planning, production and distribution of Exeter Phoenix's printed and digital communications (flyers, emails, advertising, media opportunities, website, social media)
- To manage and further develop Exeter Phoenix's website
- To oversee the organisation's social media and digital presence.
- To evaluate and forecast sales patterns and adapt marketing campaigns accordingly.
- To act as the organisation's brand guardian, ensuring the implementation and development of Exeter Phoenix's branding and logos across the organisation and its partners, promoters and other affiliates.
- To evaluate all marketing and press activity and adapt activity accordingly.
- To develop and maintain a local, regional and national press list and monitor and maximise press coverage.
- Attend networking and training events with Spektrix and Spektrix system users in other organisations.

Fundraising

- To work with the Fundraising and Development Manager to support fundraising campaigns, fulfil sponsor agreements and evaluate donation behaviour.
- To generate income through advertising.

Staff Coordination

- To work closely with the Visitor Services Manager to ensure excellent and consistent communication and customer service at all levels.
- To work closely with the EATS team to promote Exeter Phoenix Café Bar.
- To work closely with Visitor Services Manager to report on and evaluate sales
- To work closely with the Visitor Services Manager to maximise data capture opportunities and ensure effective evaluation from the box office and front of house team.
- To manage the work and professional development of the Graphic Designer, Marketing Officer and Publicity Assistant.
- To work closely with programmers and the wider team to offer appropriate internship, work experience and volunteering opportunities

General

- To undertake any other tasks as deemed appropriate by the Director.
- To represent Exeter Phoenix at industry events where required.
- To participate in training and development activities as required.
- Some infrequent evening and weekend work will be required, to enable you to engage with our programme, attend events, and gain first hand experience of the customer experience.

*The **Person Specification** is outlined on the following page.*

Person specification

E = Essential, D = Desirable

Knowledge

Knowledge of and interest in the arts	E
A local, regional and national press contact list	D
A working knowledge of Spektrix or other box office ticketing system or CRM	D
Experience of working with a website CMS and social media platforms	E

Skills

Excellent written and verbal communication skills	E
Ability to set and prioritise objectives and manage a heavy workload	E
PC and/or Mac literate	E
Proof-reading and editing skills	E
Numeracy and budgeting skills	E
Creativity and flair	D

Experience

At least 2 years' arts marketing experience in a managerial role	E
Experience of people management	E
Experience of managing and delivering press campaigns	E
Experience of managing and delivering digital marketing campaigns	E
Experience of creating print and publicity materials	E
Experience of sponsor relationships and brokering business partnerships	D
Experience of community outreach	D
A proven commitment to inclusion, diversity and equal opportunities	E

Qualifications

Higher education qualification in a marketing or arts field	D
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