

Job Description Marketing Manager – Maternity Cover

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| DEPARTMENT: | Marketing |
| REPORTS TO: | CEO-Director |
| KEY RELATIONSHIPS: | All staff working in matrices Creative, Distribution and Advertising agencies and other external suppliers Contractors and Freelancers Volunteers Creative & Engagement, Development, Finance & Planning, Ticketing & Shop, Catering |
| HOURS PER WEEK: | 37.5 hours per week. Additional hours at evenings and weekends may be required for which time in lieu may be granted. |
| Constraints: (Travel/Base/Working Patterns etc) | Must have own transport due to remote location |
| Salary: | £27k-£33k |
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CONTEXT

Compton Verney Art Gallery and Park

We are an award-winning gallery, based in a Grade I-listed Georgian mansion amidst 120 acres of Grade II-listed Lancelot 'Capability' Brown parkland in Warwickshire. With six permanent collections (Naples, Northern European Art 1450-1650, British Portraits, Chinese, British Folk Art & The Marx-Lambert Collection) and a schedule of thought-provoking changing exhibitions and events, we are an accredited museum, and a registered charity. For more information about Compton Verney, visit www.comptonverney.org.uk **Twitter** [@ComptonVerney](https://twitter.com/ComptonVerney) / **Facebook** [/ComptonVerney](https://www.facebook.com/ComptonVerney) / **Instagram** [@Compton_Verney](https://www.instagram.com/Compton_Verney)

MAIN PURPOSE OF THE ROLE

The role of the Marketing Manager is to oversee and develop the marketing, PR and communications functions for Compton Verney House Trust, working to the CEO-Director and Executive, Managers and the wider team. An astute awareness of market segments, communications channels, audience development strategies, key messages and the overall strategy for CVHT. The objective is to drive footfall, be the brand champion for the organisation, establish excellent relationships with colleagues, partners and stakeholders and ensure transparency and diplomatic messaging. This role will deliver internal and external communications, work with contractors, partners and designers.

JOB SUMMARY

Communications Strategy

- To establish the communications strategy for the organisation building on the brand strategy and Manifesto
- Assess marketing and communications initiatives for all areas, working with the Executive Lead to establish a clear marketing plan and delivery mechanism
- Hold the communications budget and agree with CEO focus for annual expenditure
- Establish campaigns and deliver effectively building out each activity from Culture Segments and targeted marketing campaigns (digital and print)

- Undertake the end-to-end process – culture segments and target audiences, design briefing, brand champion, production, distribution, evaluation and data collection
- Update and manage image library ensuring on brand and appropriate content representing equalities, diversity and inclusion principles

Data

- Collect data and report monthly to the CEO, Exec Team and the Board
- Monitor impact and effectiveness – through data collection and evaluation

Advertising

- Agree advertising strategy in line with product sales and target audiences, liaising with media agencies

Digital

- Lead and promote digital channels targeting new networks, supporting audience development initiatives and building the profile of Compton Verney digitally (blogs, digital channels, copy for articles etc.) ensuring consistency of brand
- Lead and monitor content on website, ensuring that all material is on brand, up to date and targeted at audience segments ensuring search engine optimisation
- Contribution to procurement of new CRM system and other associated digital initiatives

Commissioning

- Appoint agencies to clear briefs, value for money and consistency of brand, developing preferred supplier list
- Liaise with external suppliers to ensure timely, environmentally-friendly and cost-effective distribution of postal direct mail communications.

Internal Communications/Management

- Manage internal communications and develop an internal communications strategy, which staff, volunteers and the board can benefit from
- Producing content for, and ensuring effective display of promotional and directional materials around site including, but not limited to, screens, table talkers, posters, signage, leaflets, maps. Co-ordinating signage to ensure consistency of quality.
- Line management responsibility for marketing team, volunteers and work experience student

Compliance

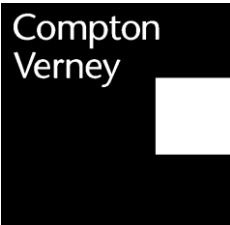
- Understand and comply with legal obligations in relation to copyright and reproduction, GDPR, and accessibility, and advise colleagues where requested.

External Networks

- Networking with other industry and marketing professionals and utilise contacts to organise cross-promotional reciprocal marketing arrangements. For example, other arts organisations, tourism networks, etc.
 - Organise organisational attendance and represent Compton Verney at relevant external events, trade exhibitions and other off-site promotional activity, and ensure appropriate promotional materials are produced for the event
- Undertake regular benchmarking and social listening / horizon scanning research to identify opportunities to reach new and existing audiences in the most impactful and cost-effective ways. Contribution to market research and audience intelligence projects

Policies and Procedures:

- Adhere to the Health, Safety and Welfare policy and procedures and ensure you take reasonable care for your own and others health and safety complying with any instructions,



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policies and procedures, training and instruction given by Managers, Compton Verney or the Health and Safety controller of the workplace.

Report any accidents/incidents and or health and safety concerns as detailed in the Health, Safety and Welfare policy and procedures

- Safeguarding is everyone's responsibility and all employees are required to act in such a way that at all times safeguards the health and wellbeing of children and vulnerable adults. Familiarisation with, and
- adherence to, the Safeguarding Policy and any associated guidance is an essential requirement of all employees as is participation in related mandatory/statutory training.
- Ensure compliance with GDPR in all associated areas

This brief summary is not exhaustive and may change from time to time. As a term of employment, you may be required by your line manager to perform work not specifically mentioned above

JOBHOLDER SPECIFICATION

| <u>Specification</u> | Essential and Desirable |
|--|-------------------------|
| Relevant Degree | * |
| Previous experience of working in a marketing environment (5 years) | * |
| Previous experience of working in an arts environment | Desirable |
| Experience of a sales orientated marketing environment | Desirable |
| Experience of working with contractors, freelancers and partners | * |
| Experience of design software (e.g., Adobe InDesign) | * |
| Strong IT and digital skills, including website administration (WordPress) and excel | * |
| Significant experience of digital marketing and application use | * |
| Able to work on own initiative, assess priorities and manage a varied workload | * |
| Excellent written and oral communication skills | * |
| Enthusiastic, highly motivated and ambitious | * |
| Good interpersonal skills and clear communicator | * |
| Logical approach and excellent attention to detail | * |
| Organised and methodical worker who works well to deadlines | * |
| Flexible and mature approach with ability to work on their own and as part of a team | * |
| Adaptable with the ability to learn quickly and gain new skills | * |
| Enthusiastic, highly motivated and ambitious | * |

WORKING HOURS

Normally 37.5 hours per week. However, your pattern of hours will reflect operational requirements and there will be occasions when you will work reasonable hours in excess of 37.5 hours per week without direct recompense or time off in lieu.

EQUALITY

Compton Verney believes in the employment and advancement of people solely on their ability to do the job required. When recruiting people, we will therefore disregard their gender, marital status, age, race, colour, nationality, ethnic origin, religion and sexual orientation. There will be no unfair discrimination on the basis of disability. If you would like to discuss submitting your application in a different format please contact us telephone: 01926 645553 email:

lucy.jones@comptonverney.org.uk .

PENSION

Compton Verney will be offering an auto enrolment compliant scheme with Aegon. Details will be available the successful candidate.

PROBATION

All appointments are subject to satisfactory employment references.

DATA PROTECTION ACT

Information provided by you as part of your application will be used in the recruitment process. Any data about you will be held securely with access restricted to those involved in dealing with your application in the recruitment process.