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## HEAD OF MARKETING

### Job description

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Department:	Marketing
Responsible to:	Director
Manages:	Marketing Team, Box Office / Ticketing Team.
Contract type:	Four days per week (0.8), permanent.
Salary:	£41,250-£43,750 dependent on experience (0.8 FTE = £33,000-£35,000 per year dependent on experience)

Level 4 SMT
Level 3 Head of Depts.
Level 2 Managers
Level 1 Team members

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## ABOUT WOOLWICH WORKS

Woolwich Works is a multi-million-pound cultural hub in the old military buildings of the Royal Arsenal that opened in September 2021. Our spaces include a stunning 1500m<sup>2</sup> former factory performance and events venue, rehearsal and performance studios, event spaces, outdoor courtyard, community hub, and a beautiful, buzzing café bar. We're home to a number of world class resident artistic companies, including Chineke! Orchestra, Carlos Acosta Dance Foundation, the National Youth Jazz Orchestra, Luca Silvestrini's Protein, Woolwich Contemporary Print Fair and internationally renowned theatre company, Punchdrunk.

This job is being advertised by Woolwich Creative District Trust (the 'Trust'); an independent not-for-profit organisation founded to run Woolwich Works. We're here to build an exceptional, professional, inclusive creative community that delivers our mission to offer hope and opportunity by enabling people to realise their creative potential.

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## ABOUT THIS JOB

The Head of Marketing is responsible for all of Woolwich Work' marketing and external communications. They will work to promote the public events programme; creative and work experience opportunities to schools, colleges and residents of the Royal Borough of Greenwich; to market the venues on a business-to-business basis; and on general communications, advocacy and brand awareness. They will also work closely with the Royal Borough of Greenwich to maximise opportunities and ensure that communications about the project are consistent and coordinated.

The Head of Marketing has overall responsibility for Woolwich Works' website and social media channels. They are responsible for ensuring that the Trust provides a high-quality marketing and ticketing service to purchasers, promoters and partners: managing inventory, agency allocations, pricing and promotions such as to maximise sales and attendance and maximise revenue and participation.

The Head of Marketing will be responsible for managing all site signage and advertising, whilst making sure it remains true to the Woolwich Works brand.

Is this job for you?

We're looking for an experienced venue / arts / entertainment marketing professional. You'll have experience of planning and delivering campaigns that drive tangible sales results (either in terms of tickets or event sales / hires), and you'll be experienced and comfortable working across all platforms and a range of media to generate impactful above and below the line campaigns. You'll be able to demonstrate your skills in achieving a big impact with limited resources and you'll have a good understanding of how to drive ticket sales and maximise yield.

You'll be a confident and capable communicator who's as comfortable working a social media account or writing copy as they are contributing to strategic discussions, developing campaigns, growing audiences and working a brand.

To apply for this role please visit <https://apply.woolwich.works/> You will be directed to our portal to complete the online application form no later than **23.59 on Sunday 8<sup>th</sup> January, 2024** (the 'closing date'). *We reserve the right to close this application early if we receive a high number of applications.* Application is made through the submission of a CV and covering letter. The covering letter is entered as free text in the portal itself and your CV should be uploaded.

If you're unable to complete the application for any reason please either email us or call (020) 8035 8835 so that we can discuss alternative arrangements for assessing your suitability for the job. However, you must do so at least one week before the closing date above.

We aim to give feedback to anybody who was interviewed and requests it but due to the high number of applications we receive it may take us some time to do so. We will always let you know if you have been unsuccessful and we aim to stick to the time frame outlined in the job advert.

We're proud of the diversity of our community and aim to build a team that represents it. We therefore particularly welcome applications from people from black, Asian and ethnically-diverse backgrounds, and those identifying as D/deaf or disabled.

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## RESPONSIBILITIES

We try to make our job descriptions as straightforward and accessible as possible. They're not intended to set out every duty in detail, but to explain the key responsibilities so that you understand the nature of the job. How you go about doing it will be discussed and agreed between you and your manager on an ongoing basis.

All our team members are additionally expected to work to our Competency Framework. This is a Level 3 (Head of Dept) position.

Key responsibilities specific to this job

1. To be responsible for developing and delivering successful marketing campaigns, working across the business to targets as set by the Director (business areas to include the public artistic and non-artistic programmes, community and education programmes, rentals and business to business hires) using all relevant aspects of the marketing mix.
2. To grow public awareness of the range of activities taking place at Woolwich Works, including working with the Resident Artistic Companies, to increase public engagement and drive footfall.
3. To be responsible for providing marketing and communications support to promoters, agents, producers and hirers, maximizing public awareness and managing contra charged activity.
4. To be responsible for managing external marketing suppliers and freelancers eg. graphic designers, distribution companies, media buying agencies etc.



5. To maintain the Brand Guidelines and guidance on tone of voice as directed by the Director, ensuring that they are consistently implemented.
6. To be responsible for all design, print and distribution for Woolwich Works.
7. Working with the Head of Events and Event Sales Manager to market the commercial space available at Woolwich Works, in addition to attending trade fairs, conferences and other events in a sales capacity as required.
8. With ticketing staff, be responsible for running a commercially successful ticketing operation, including the management of inventory, the ticketing system and third-party agency relationships.
9. To be responsible for press liaison with local media outlets and managing external PR company relationships.
10. To represent the organisation at external forums and events as required.
11. To work with the Director to attract new and maintain positive relationships with sponsors.

#### General responsibilities

1. To champion and promote the values and behaviours set out in the Woolwich Works Competency Framework, promoting diversity and inclusion and acting as an ambassador for the Trust.
2. To act as a first aider, fire marshal or Duty Manager if required by the Operations Director or Director.
3. To accommodate, support and encourage work experience placements, interns and apprentices.
4. To work safely and encourage and require others to work safely, in accordance with the Woolwich Works Health and Safety Policy and any other relevant policy or procedure.
5. To safeguard the organisation's data, working in line with the Trust's data protection policies and in accordance with the Data Protection Act 2018.
6. To be responsible for undertaking training and development as required to meet the needs of the organisation.
7. To always act in the best interests of the Trust, and in line with all company policies.
8. To undertake any other duty in line with the level of the job as may be required by the Director.

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#### PERSON SPECIFICATION

We'll decide whether to invite you for an interview by reviewing your application against the responsibilities above and the skills below.

#### Essential skills and experience

- A. Significant experience as a Marketing Manager or Communications Manager for a live performance venue, arts or cultural organisation with ticketed programme, or in the events industry
- B. Experience of ticketing inventory management and pricing strategy
- C. A proven track record of leveraging marketing campaigns and communications opportunities to sell tickets or space
- D. A competent copywriter and proofreader



- E. A confident communicator with experience of managing PR and communications
- F. Significant data management experience: competent with databases, reporting, database segmentation and data strategy, including experience of overseeing data protection / GDPR compliance
- G. IT skills – confident with all Microsoft Office applications, ticketing systems, Photoshop and other standard visual marketing packages
- H. Passionate about people, communities, diversity and inclusion
- I. Experience of line managing staff to meet targets and achieve results

#### Desirable skills and experience

- J. CIM qualification
- K. Understanding of B2B / Commercial Events and Community and Education Manager
- L. SQL reporting experience
- M. Experience of 'destination' marketing/launching a new venue or organisation (or reopening a venue following a prolonged closure)
- N. Experience of working with external stakeholders and funders
- O. First Aid at Work qualification

If we invite you for an interview, we'll explore your suitability for the job based on the contents of your application, this job description and our Competency Framework

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#### CONDITIONS

Hours:	Typically 32 hours per week, either 9am – 5pm or 10am – 6pm, to be worked four days per week as agreed. Occasional evening, weekend and bank holiday working may be required for which no additional payment, but time off in lieu, will be offered.
Holiday:	Based on a full-time contract (40 hours over five days per week), you will have 25 days' holiday per calendar year plus public holidays (or days off in lieu of public holidays as business needs require). This will be pro-rated in line with the hours / days of the contract.
Location:	You'll be based at Woolwich Works, southeast London. We may require you to work elsewhere or travel within the UK as part of your job. The Trust has a Hybrid Working Policy in place.
Probationary period:	Six months
Notice period:	<p>Prior to receiving written confirmation of the satisfactory completion of the probationary period, either you or the Trust can terminate employment by giving one month's notice in writing.</p> <p>Following satisfactory completion of the probationary period, the notice period will be three months.</p>
DBS check:	You must tell us about any unspent criminal convictions when applying for this job and undertake an enhanced Disclosure and Barring Service ('DBS') check if appointed (and at least annually thereafter). Having a criminal record will not necessarily bar you from working with us, but we will consider the nature of any disclosed convictions and their relevance to the job and the Trust. If you don't disclose information relating to unspent convictions, we'll withdraw any offer of employment that we may subsequently make, or terminate your employment.



References and right to work: Any offer of employment will be subject to the receipt of two satisfactory, written references, one of which must be from your most recent employer or professional contact. You must have the legal right to work in the UK.

