

Haverhill Town Council

JOB DESCRIPTION

Post Title:	Marketing Officer
Responsible to:	Projects Manager
Responsible for:	Marketing and promotion of Haverhill Town Council services including Haverhill Arts Centre, Youth Skills and community events
Hours:	37 hours per week, including some weekend and evenings
Salary:	Starting at SCP 20 currently £28,371
Holidays:	4.8 weeks
Home Working:	Some element of homeworking may be permitted.

Overall Responsibilities

In consultation with relevant managers, to execute marketing, sales and promotional activities to promote Haverhill Town Council, Haverhill Arts Centre, The Zone, Youth Skills and community events.

Key Responsibilities and Activities

- a) To develop innovative marketing campaigns to promote our activities, performances and participatory events to audiences, stakeholders and the wider public, building brand awareness as well as audience loyalty and retention.
- b) To support our marketing and sales functions to ensure audience development and income targets are achieved.
- c) Use market intelligence tools (e.g. Google Analytics, Campaign Monitor, Facebook Insights) and box office sales data, to analyse the effectiveness of advertising and choice of products.
- d) To establish and maintain good contacts with our stakeholders including audiences, producers, partners and communities in support of sales activity.

Marketing

- a) In conjunction with the Marketing team and other stakeholders to create and deliver marketing and campaign plans
- b) Manage the production of marketing materials, including leaflets, posters, signage, and digital assets and social media, and manage the proofing and approval process both internally and externally.
- c) Help devise and implement appropriate advertising for HTC services
- d) Implement effective Customer Relationship Management activities, including direct email and postal campaigns using appropriate software.

- e) Write effective, timely and accurate marketing and press copy where appropriate and coordinate approval process.
- f) In collaboration with other staff and stakeholders ensure Haverhill Town Council's websites are maintained.
- g) Plan, monitor and update each marketing campaign budget and ensure that spend does not exceed the allocated budget.

Sales, ticketing, data-processing

- a) Work with promoters and appropriate staff to manage the sales process for ticketed events including the creation of offers and required reports.
- b) Develop robust systems to maintain customer data on our ticketing and marketing system (e.g. Spektrix), minimising duplicate records and ensuring information is maintained in accordance with current data protection legislation.
- c) Obtain and record permissions for photography and other marketing assets, if required.
- d) Report accurately each week on box office sales and attendances.
- e) Manage pop-up box office operations that may be required for site-specific projects.

Other

- a) Cover for administrative functions as required.
- b) Maintain an understanding of the aims and current activity of the Town Council and its services and projects
- c) Research, develop and manage relationships with promotional partners (including other arts organisations, schools, tourism agencies, audience development agencies and commercial businesses), to broaden our profile.
- d) Act as system administrator for our marketing software, including coordinating internal user group and liaising with system administrators in other organisations to ensure optimum benefit for the organisation.
- e) Work with and provide guidance to the Marketing Apprentice and maintain flexible and collaborative working relationships with across Haverhill Town Council
- f) Take part in organising projects and events as required.
- g) Maintain a customer-focused approach at all times
- h) Attend meetings as required
- i) Attend events as required
- j) Undertake training and development relevant to the role.
- k) Any other duties as required by the Line Manager.

PERSON SPECIFICATION

Marketing Officer

Essential	Desirable	How Tested
<i>Legal</i>		
Must have the right to work in the UK.		ID document
Excellent standard of spoken and written English		Application Form/ Interview
Good standard of numeracy		
<i>Marketing</i>		
Demonstrable experience of implementing marketing plans in dynamic and growing organisations, including CRM and digital campaigns.	Experience of social media management platforms, email marketing software	Application Form / Interview
Excellent working knowledge of Spektrix or similar box office systems		
<i>Special Aptitudes</i>		
Computer literate		Application Form / Interview
Reliable and well organised.		
Excellent communication skills.		
Able to work under pressure on multiple projects and prioritise your own workload		
Self motivated		
Accuracy and attention to detail and the desire to see jobs through to completion.		
Bright, polite and friendly when dealing with members of staff or colleagues.		
Confident, professional, enthusiastic and self-motivated.		
Clean and smart appearance.		
Willing to work unsociable hours.		

September 2022