



Job Description

Job Title	Marketing Campaigns Manager (Theatre & Dance)
Department	Marketing
Grade	D
Location	The Barbican Centre
Responsible to	Senior Marketing Manager (Performing Arts)
Responsible for	Marketing Assistant (Theatre & Dance)

The Barbican is a multi-art form venue with a programme including music, theatre, visual art, cinema, dance and learning, bringing outstanding artists and performers from around the world to London. We excel at projects that hover on the edge of classification.

The marketing team brings our iconic brand to life with engaging campaigns that connect audiences with our vision of arts without boundaries.

We lead the marketing strategy for our arts and learning programme and collaborate closely with our commercial teams. We are responsible for developing audiences, for generating revenue, and for building the Barbican's reputation nationally and internationally.

We achieve this through a mix of audience insight, brand development, customer relationship management, digital innovation and bold, intelligent campaign activity.

Purpose of Post

- Develop and implement innovative, creative and eye-catching marketing campaigns to support the Barbican's artistic programme, in particular focusing on Theatre & Dance.
- Support the department's overarching marketing initiatives (eg Membership scheme the Young Barbican scheme and establishing the Barbican as a destination) and contribute to projects across the Barbican's arts and creative learning programme as appropriate.

Main Duties

1. Brand and art form messaging

- Work with the Senior Marketing Manager to identify key programming strands across Theatre & Dance. Develop overarching campaigns to support these stories
- Be responsible for the messaging of new events in Theatre & Dance, agreeing key selling points and target audiences with programmers and Media Relations, briefing copywriters and designers as appropriate



- Seek opportunities to highlight cross-arts elements across Theatre & Dance, and make connections for audiences where there are (meaningful) links with other elements of our programme
- Ensure the Theatre & Dance print publications meet the highest standards and communicate the Barbican's brand values, seeking to engage audiences and direct them online
- Act as brand guardian, ensuring all communications created within Theatre & Dance adhere to the Barbican brand
- Ensure all copy abides by the Barbican's copywriting and style guidelines
- Ensure all third party and external promoter communications adhere to relevant Barbican brand guidelines.

2. Campaign Planning

- Lead on the planning of on sales of seasons and individual events, scheduling and coordinating programmers, Box Office and other members of Marketing and Media Relations team in delivery.
- Plan and manage marketing campaigns to support the Barbican's Theatre & Dance programme, including working with our media agency to develop data-informed advertising campaigns.
- Seek the input of internal stakeholders (programming teams, Digital Marketing team, visiting companies and artists etc) to feed into campaign planning process.
- Involve, where appropriate, resident and associate artists and companies particularly around significant launch moments that necessitate close collaboration with those partners.
- Ensure Young Barbican and Creative Learning activity and Destination messaging is fully integrated into relevant marketing communications and materials

3. Campaign Implementation

- Manage the Marketing Assistant in the implementation of campaigns.
- Brief and instruct external editors and copywriters and in-house/external designers in preparing copy and images for events.
- Oversee the delivery of direct marketing campaigns including briefing of the Data Marketing Executive.



- Oversee the creation of print publications including the briefing of the internal design team or external agencies.
- Write excellent copy for emails, print and advertising.
- Create well-considered design briefs for in-house and external designers
- Manage all regular email communications to support Theatre & Dance campaign activity, delegating copywriting and content co-ordination to the assistant as appropriate and ensuring accuracy and compliance with style, tone and brand guidelines.
- Work with the Digital Marketing team to commission and promote online content to deepen audiences' engagement with the arts programme and Theatre & Dance in particular.
- In liaison with the Digital Marketing department and media buyers, plan and develop digital campaigns to target specific audiences online including display advertising, search engine marketing, social media marketing.
- Brief the Barbican's media agency for all advertising requirements and the production of advertising schedules as appropriate.
- Identify and develop partnership opportunities including sales promotions and third-party activity.

4. Communication and Relationship Management

- Acting as a first line of contact, develop and maintain good relationships with the Barbican's main artistic partners as appropriate to Theatre & Dance, including our associate artists, promoters and visiting companies
- Own the relationships with visiting companies and artists for Theatre & Dance where appropriate, taking a lead in agreeing and delivering marketing benefits, advising on issues such as data-sharing, brand and style compliance and ensure that, where possible, their marketing activities support the Barbican's overarching marketing objectives in support of Membership, Young Barbican and Retail.
- Brief and direct external suppliers (freelancers, copywriters, designers, programme editors etc), ensuring they deliver the best quality work, delivered to schedule.
- Liaise with all relevant internal departments including Customer Experience/Box Office, Media Relations and Development to ensure they are appropriately briefed on all planned marketing activity and schedules.
- Act as the principle contact for Theatre & Dance programming teams for day-to-day enquiries relating to marketing campaigns.



5. Budgetary Responsibility

- Represent Marketing at budget planning meetings and support the Senior Marketing Manager in developing the annual budget bid for Theatre & Dance.
- Take responsibility for the day-to-day monitoring of individual campaign budgets across Theatre & Dance, liaising with the finance team and the Senior Marketing Manager (Performing Arts) as appropriate, ensuring all budget tracking documentation is accurate and up to date.
- Oversee Marketing Assistant in the prompt raising of purchase orders.

6. Research and Reporting

- Lead on campaign evaluation within Theatre & Dance using Google Analytics, Spektrix and other reporting packages.
- Monitor sales and produce reports as required.
- Present Theatre & Dance campaign evaluations to the wider marketing team when requested.

7. Income Generation and Development

- Ensure all appropriate commercial messages are integrated into marketing communications to present a holistic view of the Barbican offer and to drive revenue, specifically development programmes and the Barbican retail and catering offer
- Ensure all sponsor credits are implemented as agreed in any sponsor contracts.

8. Other Duties

- To line manage the Marketing Assistant including dealing with employee relations issues, absence management and annual appraisals.
- Actively seek to implement the City of London's Occupational Health and Safety Policy in relation to the duties of the post, and at all times give due regard to the health and safety of both themselves and others when carrying out their duties.
- Actively seek to implement the City of London's Equal Opportunity Policy and the objective to promote equality of opportunity in relation to the duties of the post.
- To undertake any other duties that may reasonably be requested appropriate to the grade.

Person Specification

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Department	Marketing, Barbican Centre
Grade & Level	D
Trent Position Number	

Please find below the key skills, experience and core behaviours required to undertake this post.

Technical Skills / Professional Qualifications / Relevant Education & Training

- An excellent understanding of and interest in marketing (A, I)
- A detailed and wide-ranging knowledge of theatre and dance, including artists and performers (A, I)
- Ability to develop, plan and implement effective marketing campaigns to support the theatre and dance programme (A)
- Excellent copywriting and editing skills (A)
- Excellent oral communication skills including the ability to network effectively and influence opinions internally and externally and devise and deliver strong, persuasive presentations (A, I)
- Excellent negotiation and listening skills with the ability to interpret stakeholder requirements (A, I)
- Excellent written communication skills with the ability to compose high quality engaging copy for emails, print and advertising. (A, I)
- Supervisory skills (A, I)
- Strong IT skills including Microsoft Excel to advanced level and the ability to use on-line and social media to deliver innovative marketing activity. (A)
- The ability to work to tight deadlines and maintain a calm, ordered approach. (A, I)
- Strong digital and data literacy, with the skills to accurately interpret data trends and use them to influence your work (A)

Experience Required

- Significant experience of creating, developing and implementing innovative marketing campaigns, preferably in an arts environment (A, I)

- Significant experience of digital marketing, including search, content development, innovative use of social media channels and programmatic media planning / buying. (A, I)
- Experience of undertaking data and statistical analysis to evaluate the effectiveness of marketing activity and produce reports including campaign evaluations (A, I)
- Experience of supervising and mentoring staff in an office environment. (A)
- Experience of managing budgets (A)

Other Relevant Information eg. working hours or desirables (only if applicable)

35 hours per week – Monday to Friday with some evening and event work required. A time off in lieu arrangement is applicable in such cases.

Recruitment – Note to Applicants

The qualifications, experience and technical skills will be used in the decision-making process for recruitment. Please give examples of how you have exhibited these behaviours in your previous role(s). It is essential you address the criterion marked as (A) on your application form in the section for supporting information.

Be as specific as possible, we cannot guess or make assumptions, but will assess your application solely on the information provided. Try to provide evidence, by examples, where possible, of skills, knowledge and experience contained in this person specification.



Summary of Terms and Conditions of Employment

This summary is given as a guide and is not intended to form part of an individual's contract of employment.

Salary

The salary range for this job is £35,090 - £39,680 per annum inclusive of all allowances. This figure will be reviewed annually from 1 July in line with the pay award for other salaried staff within the City of London Corporation.

Contract

The position is offered on a permanent basis

Hours of Work

Normal hours of work are 10am – 6pm, being 35 hours per week excluding lunch breaks, Monday to Friday, inclusive but the post holder shall be expected to work the hours necessary to carry out the duties of the position.

Frequency and Method of Payment

This is a monthly paid appointment and salaries are credited to a Bank or Building Society Account on the 11th of each month.

Annual Leave

There is an entitlement of 28 days annual holiday plus Bank Holiday. There are subsequent increases to entitlement to annual holiday according to length of service.

Sickness Absence and Pay

The City of London Corporation has a comprehensive Occupational Sick Pay scheme, details of which can be found in the Employee Handbook which will be made available to you upon commencement.

Pension

You will automatically be admitted to the City of London Corporation's Pension Scheme. Employees contribute between 5.5% and 12.5% of their pensionable pay to the scheme, depending on salary.



If you do not wish to join the Scheme you must make a formal declaration stating you wish to opt out. You may contact the Pensions Office directly should you have any queries relating to the Local Government Pension scheme and your entitlements under this scheme.

Continuous Service

If you join the City of London Corporation without a break in service (subject to certain exceptions) from another body covered by the Redundancy Payments (Local Government) (Modification) Order 1999, your service with that institution will count for the purpose of continuous service. The amount of continuous service which you have will affect your entitlement to certain contractual benefits; for example, annual leave, sick leave and maternity leave. A full explanation of Continuous Service is contained within the Employee Handbook.

Probationary Period

You will be employed initially on a six month probationary period. Should either party wish to terminate the employment during this period, then one week's notice will be required on either side, except for summary termination for gross misconduct.

Notice Period

Two month's by either party after satisfactory completion of probationary period.

Learning and Employee Development

The City of London provides for financial support and time off for staff to study for appropriate qualifications which relate to their duties or undertaking professional skills update training. There is also an in house programme covering more general training needs.

Employee Volunteering Programme

Through its partnership and regeneration work, the City of London aims to contribute to the social and economic regeneration of the seven boroughs bordering the City: Camden, Hackney, Islington, Lambeth, Tower Hamlets and Westminster. These boroughs contain some of the most deprived neighbourhoods in the country.

The Employee Volunteering Programme, established in 2002 allows staff to volunteer their time, skills, knowledge and expertise to benefit local residents whilst developing their own professional skills. All staff are given the opportunity, subject to line management agreement, to take 2 days of volunteering leave per year to enable them to do this.