

# Job Description

**Job Title:** Marketing Manager (Performing Arts)

**Department:** Marketing

**Grade:** D

**Location:** Barbican Centre

**Responsible to:** Senior Marketing Manager (Performing Arts)

**Responsible for:** Marketing Assistant (Performing Arts)

## Purpose of Post

The Barbican presents an ambitious, international programme that crosses art forms, with outstanding artists and performers.

Our Marketing team brings the Barbican's iconic brand to life with engaging campaigns that connect audiences with our vision of arts without boundaries. 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 performing arts programme including Classical and Contemporary Music, Theatre and Creative Collaboration.
- Support the department's overarching marketing initiatives (eg Membership scheme and the Young Barbican scheme) and contribute to projects across the Barbican's arts and creative learning programme as appropriate.

## Main Duties & Responsibilities

### 1. Brand and art form messaging

- Identify key programming strands across Performing Arts events and develop overarching campaigns to support these stories
- Be responsible for the messaging of new events, agreeing key selling points and audiences with programmers, briefing copywriters and designers as appropriate
- Ensure print publications meet the highest standards and communicate our brand values, seeking to engage audiences and direct them online
- Act as brand guardian, ensuring all communications created adhere to the Barbican brand and all copy abides by our copywriting and style guidelines
- Ensure all third party and external promoter communications adhere to relevant Barbican brand guidelines

### 2. Campaign Planning

- Planning and scheduling of season and individual onsales, coordinating programmers, Box Office and members of Marketing & Comms teams in delivery
- Develop and monitor marketing campaigns to support events in our Performing Arts programme
- Seek the input of internal stakeholders (Comms and programming teams, Digital Marketing team etc) to feed into campaign planning and involve, where appropriate, resident and associate companies particularly around launch moments
- Brief Marketing Assistant in researching marketing opportunities to support the planning of campaigns
- Ensure Young Barbican, Membership and Creative Collaboration activity is fully integrated into relevant marketing communications and materials

### **3. Campaign Implementation**

- Manage Marketing Assistants in the implementation of campaigns
- Brief and instruct external editors and copywriters and in-house/external designers in preparing copy and images for events and oversee the creation of print publications
- Oversee the delivery of direct marketing campaigns including briefing of the Data Marketing Officer
- Write copy for emails, print and advertising - ensuring accuracy and compliance with style, tone and brand guidelines - and create well-considered design briefs for in-house and external designers
- Liaise with the Digital Marketing team to develop and promote engaging content for Barbican digital platforms
- In liaison with the Digital Marketing department and media buyers, plan and develop digital campaigns to target specific audiences online, including Paid Social, Display and Influencer
- Brief the Barbican's media agency for all advertising requirements and the production of advertising schedules
- Identify and deliver partnership opportunities including sales promotions and third party activity
- Oversee research to identify new niche audiences with Marketing Assistants

### **4. Communication and Relationship Management**

- Act as the principal contact for programming teams for enquiries relating to marketing campaigns.
- Acting as a first line of contact, develop and maintain good relationships with our artistic partners, including associate artists, promoters and visiting companies, taking a lead in agreeing and delivering marketing benefits, advising on issues such as data-sharing, brand compliance and ensure that, where possible, their marketing activities support the Barbican's overarching marketing objectives.

- Brief and direct external suppliers ensuring they deliver the best quality work, delivered to schedule.
- Liaise with all relevant internal departments including Audience Experience, Comms and Development to ensure they are appropriately briefed on all planned marketing activity and schedules.

## **5. Budgetary Responsibility**

- Represent Marketing at budget planning meetings develop the annual budget bid.
- Take responsibility for the day-to-day monitoring of individual campaign budgets, ensuring all budget tracking documentation is accurate and up to date.
- Oversee Marketing Assistants in the prompt raising of purchase orders.

## **6. Research and Reporting**

- Contribute to research projects and post campaign evaluation
- Monitor sales and produce campaign evaluations as required.

## **7. Income Generation and Development**

- Ensure all appropriate commercial messages are integrated into marketing communications to present a holistic view of the Barbican offer, including 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 support management of the Marketing Assistants 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
- Comply with the City Of London Financial Regulations and properly monitor and report budget outturn positions on a regular basis as required, including alerting the Line Manager and Chamberlains representative of any significant budget variance in a timely manner and taking appropriate corrective action

# Person Specification

**Job Title:** Marketing Manager (Performing Arts)

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**DBS Criterion:** No DBS

**Security Vetting Criterion:** No security vetting is required

**Politically Restricted Post Criterion:** This post is *not* politically restricted

Please find below the qualifications, experience and technical skills required to undertake this post. Each criterion will be assessed at application (**A**), interview (**I**) or test (**T**) as indicated below.

## Professional Qualifications / Relevant Education & Training

Educated to degree level or equivalent with a qualification in Marketing, PR or Communications / or an equivalent level of skills knowledge and experience (A)

## Experience Required

- A detailed and wide-ranging knowledge of classical music (A),(I)
- Significant experience of developing and implementing innovative and effective marketing campaigns, preferably in an arts environment (A) (I) (T)
- Significant experience of digital marketing, including media planning/buying, content development and innovative use of social media channels (A) (I) (T)
- Experience of undertaking data and statistical analysis to evaluate the effectiveness of marketing activity and produce reports and campaign evaluations
- Supervisory skills and experience of managing (A) (I)
- Experience of managing budgets (A)
- Excellent oral communication skills including the ability to influence internally and externally 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) (T)
- Strong IT skills including Microsoft Excel (A)
- The ability to work to tight deadlines and maintain a calm, ordered approach (A) (I)

## Other Relevant Information (e.g. *working hours 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) and experience. It is essential you address the criterion marked as (A) on your application form in the section for supporting information, this will be the minimum criteria for shortlisting.*

*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.

## **Contract**

The position is offered on a permanent basis.

## **Salary**

The salary range for this job is £42,750 – 47,620 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.

## **Pension**

The pension scheme provided by the City of London is the Local Government Pension Scheme (LGPS). The LGPS is a public sector, statutory, funded, defined benefit pension scheme. Benefits are accrued based upon scheme member's salary and the length of time for which they are a member of the scheme.

You will automatically be admitted to the City of London Corporation's Pension Scheme. Member contributions are based upon the rate of pensionable pay received by the scheme member. Members contribute between 5.5% and 12.5% of their pensionable pay to the scheme, depending on salary. Please see here for the [contribution bands](#). There is also an option to join the 50/50 section of the scheme where members pay half the contribution rate and accrue benefits at half the accrual rate.

**The current employer contribution rate for the City of London is 21%.**

Further details can be found on the national [LGPS website](#) and/or the [City's pension website](#).

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.

## **Hours of Work**

Normal hours of work are 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 Holidays. There are subsequent increases to entitlement to annual holiday according to length of service.

## **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 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.

## **City Benefits**

As an employee of the City Corporation, you have access to exclusive discounts and privileges through a combination of internal offers from our departments and an external service we have subscribed to from Reward Gateway.

## **Employee Volunteering Programme**

The City Corporation, in line with its aims to contribute to a flourishing society, shape outstanding environments and support a thriving economy, offers employees paid special leave time during normal hours to encourage employees to volunteer their time and skills to Volunteer Involving Organisations (VIOs) operating within the Square Mile, London and beyond.

Full-time employees may take up to 2 days or 14 hours per year in which to volunteer, between 1 January and 31 December. For temporary and part time employees these hours are adjusted pro rata. Volunteering time can be taken in smaller bite size e.g. 2 hours a week over 7 weeks, where this can be accommodated by the City Corporation and meets the requirements of the volunteer organisation

## **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.



# Our Values and Behaviours

# Managers



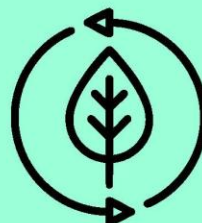
## Daring

- We encourage team members to think innovatively and take ownership of their ideas.
- We lead by example in trying new approaches and learning from failures.
- We create an environment where creativity and calculated risk-taking are supported and celebrated.



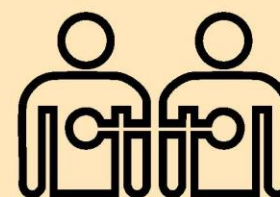
## Inclusive

- We facilitate inclusive team discussions, ensuring everyone has a platform to contribute.
- We recognise and address biases, creating equitable opportunities for all and holding people accountable when displaying unacceptable behaviour.
- We foster a culture where diversity is a strength, and differences are valued.



## Sustainable

- We embed sustainability into team objectives, with long-term environmental, social, and financial goals.
- We support initiatives that consider both immediate needs and lasting impact, making balanced decisions that serve people, planet, and purpose.
- We empower teams to innovate, developing solutions that are environmentally and socially responsible and financially sustainable.



## Connected

- We promote collaboration across teams and departments.
- We ensure regular check-ins to maintain open communication and trust.
- We provide platforms for collaboration and connection within and beyond the team.



## Joyful

- We recognise and celebrate individual and team successes regularly.
- We create opportunities for fun and shared experiences for audiences and within the team.
- We foster an environment where gratitude and positivity are integral to the team culture and audience experience.

**The Barbican Way**