



Marketing Manager - 22.5 hours per week

Mon - Fri 9.30am - 2pm (may be flexible by arrangement)

Salary £23,000 to £25,000 pro rata (linked to experience)

Main Purpose of the Post

To research, design, and deliver effective marketing tools and strategies that will increase audience and participant numbers in our public programmes and raise national awareness of the Barn.

In collaboration with the Director, manage the Brand identity of the Barn and internal/external communication.

The post-holder will work within a small multi-disciplinary team where a positive approach to team working is vital. The Barn's operations are supported by a large team of volunteers, and the Marketing Manager will play a central role in co-ordinating and directing marketing support from within this team.

Initiative, creativity, an attention to detail and excellent organizational, communication and people skills are key requirements of the post.

Main Duties of the Post

Marketing

- Lead the daily management of the Barn's website, print and digital channels, directing and overseeing the marketing input of other team members
- Support the ongoing development of the Barn's public profile through careful management of the venue's external communications and brand identity
- Work with the extended Barn team to create interesting and engaging content for different platforms featuring the Barn's events programme and general interest stories linked to the Barn and its location
- Lead the print and production of the quarterly events brochure
- Liaise with the Box Office & Admin staff to produce and circulate weekly e-bulletins to patrons, partners and e-mail subscribers



Growing Audiences

- Develop an in-depth knowledge of The Barn's Box Office system and analyse patron data in relation to informing marketing and audience development campaigns
- Lead the development and implementation of an effective marketing strategy for the Barn, encompassing marketing, printed publicity, advertising, social media, press and online networking/promotional campaigns
- Build a comprehensive marketing database to support the work of the Barn and its Affiliate groups
- Devise and deliver tailored Marketing campaigns for a range of identified target cultural and commercial audiences
- Oversee the organisation's compliance with General Data Protection Regulations and requirements and provide guidance to colleagues on data matters

Press & Publicity

- Design and produce internal marketing materials and liaise with external design agencies on commissioned work such as the Barn brochure
- Work with the colleague and partners to produce clear, interesting and concise copy for regular press releases and feature articles, to ensure that the Barn achieves maximum media exposure.
- Develop and maintain good working relationships with local and national press contacts and to ensure that press contacts are kept up to date.
- Oversee the submission of event listings to print and online listings sites, ensuring these are kept up to date
- Submit regular ads and copy to local journals as agreed with the Director
- Recruit and co-ordinate Publicity and Marketing volunteers to assist with the local distribution of printed materials

Team Working

- Mentor and train members of the Barn team in the use of relevant internal data and marketing tools to extend the core skills base
- Recruit and co-ordinate the work of Marketing volunteers
- Liaise with the colleagues and programming partners on marketing requirements



General

- Contribute to the fortnightly Diary meeting
- Provide relevant copy and data as required for funding applications and monitoring reports
- In liaison with the Director, respond to any complaints received in an effective and appropriate manner
- Undertake occasional voluntary event cover where required

<u>Essential</u>	<u>Desirable</u>
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<ul style="list-style-type: none"> • At least 2 years experience of Marketing and Audience Development work • Demonstrable Press & PR success • Competency in digital and graphic design packages • Ability to create Mailchimp emails • Excellent ICT skills including familiarity with Apple and ability to use Microsoft packages • The ability to produce marketing and promotional material using design software on Mac • Ability to create, update and manage website content and communication platforms (twitter, facebook, vimeo and youtube) • Excellent multi-tasking and organisational skills • Ability to work under own initiative, work to deadlines, and deliver to agreed targets. • Excellent verbal and written communication skills • Excellent interpersonal skills, with the ability to engage with people of all ages/backgrounds • A positive and solutions focussed approach in the workplace • Ability to work productively under pressure, and maintain attention to detail • Effective team player • Ability to travel independently 	<ul style="list-style-type: none"> • Relevant training or professional qualifications in audience development, marketing, and programme promotion • Campaign management • Experience of box office and events management systems • Knowledge of the cultural sector in Scotland • Project management experience • Experience of working with volunteers in a mentoring, training or supervisory role • Experience of growing audiences in a rural context • Willingness to travel occasionally to establish professional contacts, attend national training and seminars.
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**Hours**

22.5 hours per week, Mon – Fri, 9.30am – 2pm, hours may be negotiable, but should include Mon and Tues mornings and a spread across the working week.
A flexi-time system is in place to accommodate work out-with these core hours

Pay and Contract

This is a permanent post, subject to the Barn's annual funding arrangements being in place. A six-month probationary period will be required

28 days Annual Leave entitlement (pro-rata)

up to £25,000 per annum (pro-rata) dependent on experience

Benefits

Complimentary tickets to selected shows
10% discount in Buchanan Bistro
Priority booking for selected events at the Barn

To apply please submit an up to date CV and cover letter outlining your professional experience and suitability for the post, making specific reference to the job requirements and criteria.

Applications may be submitted electronically or by post but must be submitted by the deadline of **12 noon Monday 22nd January 2018**

Please send all applications to mail@thebarnarts.co.uk or by post to the Barn, Burn o Bennie, Banchory, AB31 5QA marked **Marketing Manager**