

JOB INFORMATION & JOB DESCRIPTION

JOB TITLE:	Marketing Lead	Date: October 2023
PURPOSE OF JOB		
<p>The SO Festival team's core staff is relatively small, therefore the Marketing Lead will be responsible for a wide range of marketing and communication tasks. From leading on and delivering day-to-day marketing tasks, including website management, email marketing, social media management and content creation, press and print distribution, liaising with suppliers, managing finances and organising photography and videography; to devising and delivering our marketing and communication strategy, ensuring this aligns with strategic objectives, budgets, and project plans.</p>		
Hours of Work:	<p>Working hours will be 40 per week. Week by week working arrangements will be in accordance with business requirements and by agreement with your line manager, subject to your right not to work more than 48 hours per week unless by agreement</p>	
Responsible to:	<p>Development and Partnerships Manager</p>	
Team Relationships:	<p>Working in partnership with other team members, colleagues at Helsingør Teater and the Embassy Theatre and wider Magna Vitae teams. You will also manage relationships with selected external organisations.</p>	
Main terms & conditions of employment:	<p>£26,038 per year You will also benefit from some of the best terms and conditions in the leisure field including a voluntary membership of a defined benefits career average pension scheme plus free use of Magna Vitae's fitness suites and swimming pools. 20 day's annual leave, increasing to 25 days after 3 years' service.</p>	
Special Requirements:	<p><u>EQUALITY & DIVERSITY:</u> The post holder is required to carry out their duties in a way that supports Magna Vitae's Equality & Diversity Strategy.</p> <p><u>HEALTH & SAFETY:</u> The post holder will take all reasonable care of themselves and of others who may be affected by their acts or omissions. All actions must be conducted in accordance with Magna Vitae's Health and Safety Policy & Commitment Statement.</p> <p><u>SAFEGUARDING CHILDREN & ADULTS:</u> Magna Vitae have a duty to promote the welfare of, and safeguard of children and adults at risk. The post holder is required to comply with the company Safeguarding Policy.</p> <p>This post requires a DBS Check.</p>	
Work Location:	<p>This role will be a community focused role, working with and supporting community groups and projects. You work base will be Meridian Leisure Centre, Wood Lane, Louth, LN11 8SA. Travel to other work bases and community settings on a regular basis to meet business need.</p>	

Type of Contract: Full Time/ Permanent

The activities described below may be varied from time to time to meet the needs of the company. The following duties are not exhaustive but merely indicate the work range and core content of the post. The post holder may be required to undertake further relevant duties. The duties are not arranged in priority order.

KEY DELIVERABLES

- Devise and deliver tailored marketing and communications to engage and inspire our audiences, across our portfolio of SO Festival projects to ensure widest audience and participation reach possible, using existing routes and devising new strategies to reach target audiences aligned to our Audience Development Plan
- Devising and delivering strategies to increase SO Festivals profile and reputation within and outside the sector, locally, nationally and internationally, strengthening our existing relationships and developing new ones to increase stakeholder investment and support.
- Maintain effective internal communications to ensure all relevant departments/employees are kept informed of the festivals activity and impact
- Ensure SO Festivals clear brand, strong values and visual identity is protected, recognized and utilized consistently, both internally and externally.
- Act as lead contact for external press agency and/or devise and deliver a press and communications plan
- Manage festival marketing budget and timelines.
- Support our commitment to Talent Development by line managing and supporting a small festival team, comprising graduate interns and interns and volunteers.
- To support delivery of our actions around our Investment Principle work
- Copywriting for on and offline channels, including website, blogs, newsletters and press releases, working closely with press contacts to ensure tight deadlines are met and messages are disseminated to target audiences.
- Design branded content, graphics and marketing material, ensuring all material is vibrant, accurate and relevant.
- Work with external agencies to document the festival ensuring the capture of high-quality visual assets – managing any creative briefs and any line management required.
- Create and commission digital content, for social media, website and newsletters
- Create and commission promotional and advocacy print materials
- Ongoing evaluation of strategy implementation including collation and analysis of online and physical analytics to ensure best possible reach and communications with audience segments, stakeholders and funders
- Use a range of audience insight tools and data sets to capture audience data and insights for reporting to internal and external stakeholders and evaluating campaigns
- Use social listening skills to monitor conversations, gather feedback and create new strategies.
- To support the team in developing relevant processes to ensure the smooth development of the festival and year round projects across the coast and supporting the sector.
- To undertake any other duties set by the Development and Partnerships Manager

PERSON SPECIFICATION

Candidates are required to explain how they meet each of the following criteria. This should be done using the blank section of the application form.

As well as using relevant experience gained from present or previous employment, you can also draw on any skills from community or voluntary work, leisure interests and the home.

For each requirement please also state how you have gained the skills and experience necessary to do the job.

Remember - Assumptions will not be made about the skills and experience you have. If you do not tell us, we do not know. The company may use appropriate testing as part of the selection process.

You will have been working in a comparable role for a minimum of three years and be able to show us the following experience and skills: E = Essential, D = Desirable

JOB REQUIREMENTS & KEY CRITERIA		Essential/ Desirable
Experience	Experience of devising, implementing and monitoring integrated marketing campaigns, including experience of briefing designers, working with agencies and internal marketing colleagues	E
	Creating and Managing a communications and marketing budget to deliver cost effective and high-impact outputs and assets	E
	Working with partners and stakeholders to produce shared communications and marketing outputs and assets	E
	Have good knowledge of the local and regional arts structure and organisations as well as an understanding of the national structures and their priorities	D
	Management or supervision of a marketing or communications team, providing effective line management support and development to colleagues	D
	Issues of equality and diversity and an understanding of how to create accessible marketing materials	E
	GDPR and data privacy	E
	Extensive experience of creating content for and managing multiple social media channel and accounts and websites	E
	Experience of using a variety of essential tools e.g. Google Ads, Google Analytics, Facebook Business Manager, Hootsuite, WordPress, Adobe InDesign, Photoshop, Illustrator, Canva, WordPress, MailChimp,	E
	Strong understanding of SEO practices and optimisation tactics	D
	Excellent creative writing and proof-reading skills	
	Strong creative outlook, including an eye for basic photography and videography	E
	Delivering campaigns across online and offline channels, and measuring the success of these campaigns to inform future delivery	E
	Knowledge of the latest trends in gathering data and evaluation of this data	D
	Familiarity with Arts Council reporting and evaluation activity – both NPO and Project Grants.	D
Qualifications	Marketing qualification and/or degree in relevant subject	E
Personal Skills	Well-developed interpersonal and communication skills, able to negotiate and persuade people both internally and externally.	E
	Excellent organisational skills including the ability to prioritise and juggle multiple tasks	E
	The ability to work in a changing environment and respond flexibly to changing needs and demands, prioritising own work load and time management to meet tight deadlines	E
	Can demonstrate a creative approach to problem solving and time sensitive challenges	E

Personal Qualities	A confident leader with a team orientated approach, able to work across the organisation and demonstrate interest and be supportive of your work colleagues.	E
	A commitment to sustainability and understanding of climate change agenda	E
	A commitment to ensuring diversity, inclusion and accessibility	E
	Confident and dynamic personality with a 'can do' attitude	E
	Flexible and adaptable – being able to work evenings and weekends when needed in line with the company needs	E
	Energy, curiosity and sustained good humour	E
General	Experience of Event Management	D
	Computer literacy	E
	Knowledge and interest in arts, culture and heritage	E
	Mobility to travel across venues and the district	E

FURTHER INFORMATION ABOUT MAGNA VITAE

Our Purpose	As a Charitable Trust our mission is to provide an extraordinary range of cultural, leisure and health related facilities and services that allow local people to lead a great life. We will develop and sustain a thriving and successful culture and leisure business that encourages innovation and expansion to maximise the opportunities for the community we serve. We are regulated by both the Charities Commission and Companies House, with any profits we make being re-invested to continually develop and improve services for the people of East Lindsey. Magna Vitae is a Partner to East Lindsey District Council which provides significant financial support for the work we do
Our Vision	Our VISION is to improve the wellbeing of our community, enabling people to live great lives.
Our Mission	Our MISSION is to clearly demonstrate proactive and innovative leadership that will generate positive change in the areas of social and economic inequality. We are committed to empower local people by reaching out with humanity and compassion.
Our Values	<ul style="list-style-type: none"> We are in this together • We embrace change • We are always learning • We celebrate differences
Benefits of working for Magna Vitae	As a growing company we are looking to recruit talented people to join our established teams. We will provide you with the opportunity to develop your skills to ensure that you have the best industry leading knowledge so that, as opportunities arise, you can further your career within Magna Vitae or the culture and leisure industry as a whole. You will also benefit from some of the best terms and conditions in the leisure field including a competitive salary; a generous employer pension scheme; and free use of the company's fitness suites and swimming pools. We look forward to receiving your application.