

Marketing & Communications Manager

Full time, permanent position

Salary: £25,295- £28,672

Hours: Full-time (37.5 hours per week)

Location: Sampad offices, Midlands Arts Centre



Closing Date for Applications: Monday 24th May, 2021

Interviews: Tuesday 8th June, 2021

Purpose of position

An important role in this small team, you will be responsible for marketing, communications and audience development across all areas of our work, ensuring that the company brand, profile and activities achieve a high level of recognition across the arts sector and beyond.

You will be a proactive self-starter, keen to play a key part in our ambitious plans for the future, including a major citywide heritage project to coincide with the 2022 Commonwealth Games in Birmingham; a varied and innovative programme of live and online dance, music and theatre performances; and increasing our national and international partnerships and collaborations. A key focus will be on retaining existing, and developing new, audiences in the wake of COVID-19 and adapting marketing materials and channels accordingly in order to meet the changing needs of audiences.

Knowledge of South Asian arts is not necessary – we've got it covered!

We welcome applications from all ethnicities and backgrounds.

Main responsibilities

Marketing:

- Devise, plan and implement creative marketing campaigns for Sampad's varied programme (in collaboration with co-producers, sector and venue partners where appropriate) in order to achieve agreed financial and audience targets. This includes, but is not limited to: print production and distribution, e-mail marketing (including managing bulk email systems), social media, advertising and media partnerships.
- Write concise and compelling copy for printed publicity, season brochures, e-flyers, websites, marketing packs and other materials where relevant – adapting your writing style to suit relevant audiences.
- Initiate publicity design, images and video content by working with external graphic designers and videographers.
- Commission eye-catching production and rehearsal photography for press and publicity.

Brand, profile & PR:

- Lead on the company's branding and act as the company's brand guardian.
- Produce effective press releases and supporting material to promote our activities.
- Develop and maintain local, regional and national media contacts.
- Set up and manage media interviews for Sampad representatives, as appropriate.

- Monitor press coverage and maintain a press log.

Digital:

- Manage Sampad's website and social media channels ensuring that they have relevant, appealing, up-to-date content and are updated regularly.
- Manage the development of website refreshes and new platforms as and when appropriate.
- Write, produce and send regular e-mail newsletters to the company's e-mailing lists, monitoring open and click-through rates to devise strategies to increase readership.
- Develop and deliver strategies to increase social media followers and website visitors, and to broaden our digital audience reach, deepen engagement and promote loyalty.

Audience Development:

- Lead on the development and delivery of the company's audience development plan, including working towards targets to increase the number and range of people engaging with Sampad's work in line with Arts Council England (ACE) NPO targets.
- Manage the company's audience data, including collection, storage and usage in line with UK data protection legislation and our ACE NPO funding agreement.
- Consider the perspective of Sampad audiences when compiling marketing campaigns, and reviewing identified audience segments as required.
- Lead on audience evaluation, including managing data collection at events, managing volunteers undertaking face-to-face questionnaires and ensuring data is inputted into the Audience Spectrum online portal, producing reports and interrogating data to gain a good understanding of Sampad's audience profile and reach.
- Deliver marketing support requests from external cultural organisations.

Management, reporting and analytics:

- Provide regular reports to the company on ticket sales and campaign effectiveness, in order to evaluate past performance and plan future strategies.
- Manage the marketing budget while adhering to Sampad's internal purchasing and accounting systems.
- Recruit, where necessary, appropriately skilled staff, freelancers, and occasionally paid interns to assist with marketing activity, and to manage these roles as required.
- Contribute to funding applications and funder reports.
- Monitor Sampad's website and all of the company's online platforms, using Google Analytics and other tools, devising strategies to increase traffic and engagement.

Other:

- Represent Sampad at industry events, when required.
- To participate in training and development activities and to assist with the training and development of colleagues, as appropriate.
- Any other duties which may be required in relation to this post.

PERSON SPECIFICATION

Essential

- A minimum of 3 years' experience of working within a marketing environment within the cultural and/or creative industries.
- Experience of developing and running effective marketing campaigns in an arts or cultural context.
- Excellent copywriting and proofreading skills, with excellent attention to detail.
- Experience of managing websites and online platforms.
- Experience of managing budgets and contracts.
- Experience of collecting, analysing and using data.
- Experience in the production and distribution of print material.
- Experience with Adobe Photoshop or InDesign (or similar design software).

Desirable

- Experience of managing and promoting live streaming or live events online
- Experience of line management and motivation of people.
- Experience of developing audiences within the creative and/or cultural sector.
- Experience of public speaking.
- Experience of reporting to funders and working to artistic strategies and plans.
- Experience of supporting fundraising campaigns.

PERSONAL QUALITIES

- Able to work closely with other members of the team in a collaborative way.
- Able to work flexibly - which may include occasional evening and weekend work.
- Understanding of and a commitment to Sampad's mission and values.
- A passion for the arts and an interest in the work we produce and programme.
- An approachable, self-motivated, determined individual with a 'can-do' attitude, who is comfortable with networking.
- A strong commitment to equal opportunities and diversity.
- An ability to manage competing and multiple demands, and keep abreast of developments in the sector.

Responsible to: Executive Director

Responsible for: Occasional freelance marketing & PR staff, interns and volunteers

Salary: £25,295- £28,672

Hours: Full-time (i.e. 37.5 hours per week excluding breaks). Exact hours of work will be as required by the demands of the post. The company operates a TOIL system.

Holiday: 24 days per annum (including 4 fixed days) plus statutory bank holidays

Probationary period: 3 months

Application Process - Please complete the Sampad Application Form available on www.sampad.org.uk CVs will only be accepted as additional information and not in

application for the role on their own. Informal enquiries to Sabra Khan, Executive Director on 0121 446 3271 or sabra@sampad.org.uk