



Job Description: Marketing & Campaigns Manager

Role description

Date of Last Review:	9 December 2019
Job Title:	Marketing & Campaigns Manager
Grade:	Manager
Hours:	Full-time (35 hours / week) ¹
Contract:	Permanent
Salary range:	Circa £35k per annum
Reporting to:	Head of Audiences & Communications
Line manages:	Campaigns Coordinator Digital Engagement Officer Box Office & Front of House Coordinator
Peers:	Programme Manager Special Collections and Archives Manager Interpretation Manager Library and Digital Archives Manager Venue Hire & Event Planning Manager Operations Manager HR & Administration Manager Digital Project Manager (website and box office redevelopment)

¹ We might consider this role on a part-time basis of 0.8 FTE (28 hours per week) for which the pro rata salary would be circa £28k.

Budget holder: Yes
Probation: 6 months

Role purpose and context

To develop and implement the plan and manage the team to deliver increased audiences, customers, income and profile for Bishopsgate Institute against agreed targets and priorities. This includes both the public programme and the venue hire business.

To create innovative, imaginative and analytics-driven campaigns across the full marketing and PR mix, and lead on the development and management of the organisation's online and offline channels.

The Institute's offer is complex and multi-faceted, so we need our Marketing & Campaigns Manager to be able to communicate it clearly, coherently and compellingly to a variety of audiences, and provide insight and analysis on which channels and campaigns work best.

We have a brand new website and ticketing system for which we require a content plan, timely updates and analytics as well as refining how we use social and digital channels. The improved CRM system needs to be maximised to ensure we understand and grow our audiences and supporters and communicate with them appropriately. Under the direction of the Head of Audiences & Communications, this postholder will be required to deliver and maintain these developments.

Across our marketing activities there are some protocols and processes to be refined and formalised and databases (of usable assets and approved suppliers) that need to be built and this postholder will be required to lead on achieving this. To achieve most of the deliverables below, the Marketing & Campaigns Manager will need to work collaboratively at all times with peers, in particular the Programme Manager, Special Collections & Archives Manager and Venue Hire & Event Planning Manager.

This role requires excellent skills in planning and coordination, project and budget management, copy writing and tone of voice, people and performance management, as well as excellent skills across online and offline marketing, communications and PR.

This post supports and is line managed by the **Head of Audiences & Communications**, who leads on:

- Positioning Bishopsgate Institute as a destination and venue of choice
- Customer and visitor experience
- Audience development, marketing and communications strategies
- Measurement, data analysis, audience insight and reporting to trustees
- Ensuring correct application of the visual identity, tone of voice and brand
- Website development and content strategy
- Media partnerships and PR agency relationship management

- Overview of programming to ensure a coherent and integrated offer
- Line management of Programme Manager, Special Collections and Archives Manager, Interpretation Manager and Campaigns Manager
- Development and implementation of agreed income generation and fundraising strategies

Key Campaigns Manager deliverables

1. Demonstrably increased profile, brand recognition and visibility of the Institute and its offer (charitable and commercial) against agreed targets and priorities
2. Increased income through enrolments, ticket purchases, venue hire bookings and donations against agreed targets and priorities (including analysis of impact of specific campaigns and channels)
3. Demonstrable development and retention of priority audiences and customers as identified in the audience development strategy (including audience insight and analysis)
4. Development and implementation of an agreed content plan for the website, social and digital campaigns as well as offline and other activity (such as venue-based promotions). Ensuring all activity is uploaded to the ticketing system on schedule, including offers or promotions
5. Planning and delivery of agreed “pull” campaigns (insight into the Institute beyond marketing of specific products)
6. Support for the development and delivery of audience acquisition and engagement campaigns, to include research and development of new priority audience segments, campaigns aimed at maintaining current audiences and ensuring repeat business and the ongoing development and implementation of Brand Guidelines and Tone of Voice projects
7. Development and management of appropriate, strong media relationships and partnerships, including via the management of external PR agency and production of press releases and media content, as required
8. Development and implementation of an agreed set of start-to-finish protocols for the marketing and promotion of all new activity, archive collections and special events (includes the lessons learned evaluation)
9. Completion and management of a coherent, easy-to-use and up-to-date asset bank (photos, scans of archival items, video and audio content etc) including credits, permissions and a log of usage

10. Completion and management of a register of approved freelance suppliers (photographers, artworkers, copy writers etc) including specialisms and agreed fee rates
11. Development and management of a marketing and communications plan for the venue hire business (online and offline)
12. In line with data protection best practice, gather usable intelligence on our audiences, including those using our facilities, attending cultural events, participating in our learning programme or hiring our spaces, in order to inform planning and activity. Ensure the integrity, accuracy and segmentation of the Institute's mailing lists and data resources
13. Management of the production of agreed photographic, video and audio content (e.g. behind-the-scenes, trailers, podcasts) ensuring all permissions and rights are secured and logged
14. All pieces of design, photography or content creation work are briefed clearly (including tone of voice and visual identity requirements), fees and deadlines agreed and met, and final artwork or content is signed off by the senior team.
15. Line management of the Digital Engagement Officer and Campaigns Coordinator.
16. The agreed Campaigns budget is managed appropriately, with forecasting, proactive reporting and accurate management information provided to the senior team to support decision making
17. All external copy and communications follow the Institute's tone of voice and visual identity and are proofread and checked before publication to ensure accuracy
18. All print and digital marketing material and wayfinding throughout the building and beyond is accurate, compelling, up-to-date and refreshed regularly
19. All staff and casuals are informed about and engaged in our activity, brand, work and projects
20. Appropriate Campaigns team staffing at our events is planned and delivered
21. Relationships developed with appropriate media and networks, ensuring guest list database including key stakeholders and partners is up to date and responsive.

22. Advocate and mentor Bishopsgate Institute brand values and key messages with all staff, but particularly with staff responsible for the welcome, box office function and anyone engaging with the public on a regular basis

General requirements of the role:

- Proactively collaborate with all staff to ensure the best possible levels of seamless service and quality to our customers
- Contribute to an improved level of organisational engagement through positive role modelling, communication and behaviour at all times
- Champion and epitomise the Institute's core competency behaviours
- To contribute constructively to 360-degree feedback requests on other staff, as required.
- Attend relevant training in order to fulfill the requirements of the job and undergo supervision and annual reviews
- Comply with and implement all organisational policies and procedures as required
- Work flexibly and responsibly to effectively manage workload and ensure the provision of a 7-day-per-week service to the public as required
- Dress and present yourself appropriately as the professional needs of the Institute require

This job description covers the current range of duties and will be reviewed from time to time. It is the Institute's aim to reach agreement on changes, but if agreement is not possible, the Institute reserves the right to change this job description.

Person Specification

The successful candidate will demonstrate each and all of the following criteria, against which we will undertake the selection process.

1. Specialist requirements – Marketing & Campaigns Manager

1.1 A demonstrable track record of success in devising, developing and delivering imaginative and innovative marketing, PR and promotional campaigns and initiatives that increase audience engagement and income, as well as raising profile

1.2 A proven track record in achieving targets for audience engagement (including ticket sales, enrolments and other bookings) and/or commercial sales (preferably venue hire or equivalent) to achieve targets

1.3 A demonstrable record of success developing and implementing effective and distinctive visual identity and tone of voice, including management of sub-contractors to deliver consistency and high quality.

1.4 Excellent project management, coordination, administration and budget management skills. This includes evidence of a high degree of accuracy and attention to detail, including setting milestones and meeting deadlines, and of strong organisational skills.

1.5 A demonstrable track record leading, managing and developing a team. This includes evidence of strong performance management, team planning, supervision and motivational skills and experience of implementing formal line management procedures.

1.6 Excellent verbal and written communication skills in English, including copy writing. This includes accurate spelling, correct grammar and appropriate syntax which are required for every piece of communication we produce.

1.7 A demonstrable record of success in analysing the success of campaigns activity, making recommendations and implementing conclusions effectively

1.8 Skills and experience in relevant applications, such as e-marketing software, Google AdWords, analytics and insights, website CMS, social media content management and advertising, Photoshop and relevant design software tools (NB this role is not required to create artwork)

2. Grade-specific requirements: applicable to all Manager level posts

- 2.1 Experience of and commitment to collaborating within and across teams to achieve goals. This includes as part of a Manager Team.
- 2.2 An understanding and appreciation of the importance of partnership working to support the achievement of the Foundation's vision, mission and strategy.
- 2.3 Ability to manage day to day duties and activities proactively to ensure that tasks are achieved effectively, efficiently and to a high standard of quality.
- 2.4 Ability to assert authority and retain accountability for the areas under your remit, motivating and leading others to deliver performance.
- 2.5 Experience and awareness of good practice and effective approaches to planning and delivery requirements. This includes being able to assess where priorities conflict or resources are too thinly stretched and to propose solutions.
- 2.6 Demonstrable skills in working flexibly, trouble shooting and excellent customer service skills, both within the wider team and with our customers and visitors.
- 2.7 Experience of working within the arts and culture sector, including adult education, and/or a visitor attraction or understanding of our role in these arenas and its impact on the different areas of our work
- 2.8 A passion for the mission and ethos of the Institute and its work, and the ability to advocate for that within and beyond the Institute.

Bishopsgate Institute – Competency Framework

At Bishopsgate Institute we take a competency-based approach to staff recruitment, performance review and development. Our Competency Framework underpins the culture of the organisation and adds to what we do to enable us to reach our potential both as individuals and as an organisation.

Both managers and staff will have support and training to implement these competencies.

Our selection process for recruitment has been designed to test each applicant's skills, expertise, knowledge and their ability to demonstrate how they meet the competency framework.

All competencies apply to **all** roles:

<u>Performance</u>	<u>Insight</u>	<u>Engagement & Inspiring Others</u>
<ul style="list-style-type: none">• Accountability• Delivering Performance• Alignment & Planning• Learning & Change	<ul style="list-style-type: none">• Breadth of Perspective• Making Effective Judgements• Applying Specialist Knowledge• Customer & Audience Awareness	<ul style="list-style-type: none">• Working Collaboratively• Communicating & Influencing• Empowering Leadership

There are different levels within each that apply to each grade or level of role in the organisation:

- Assistants, Administrators, Officers – *all non-management level staff.*
- Managers/ Specialists – *all staff that line manage one or more members of staff or are defined in their job role as a 'Specialist'.*
- Senior Managers/Specialists – *the Chief Executive, Heads and Senior Specialists.*

The competencies relate to certain key abilities that we should be able to demonstrate in the way we carry out our jobs. While objectives are concerned with **what** we achieve in terms of tangible results or 'outputs' and 'outcomes', these competencies look more at **how** we carry out our work - for example how much initiative we demonstrate; how well we

work with others; how good our communication skills are; how well we organise our work.

Most of the core competencies could relate to a person doing any job of a comparable level/grade, regardless of the particular functional or technical expertise and skill that is required.

Although no-one is expected to demonstrate the competencies that do not apply to their job, staff need to think laterally and creatively about whether they apply. For example, if your role is to support other staff in the organisation, you may not feel that you directly support the public. However, if you think hard enough you will likely be able to see that by supporting your colleagues in other departments you indirectly do support the public and what you do in that regard is very important.

Please refer to the full Competency Framework document as part of the pack of information for candidates.