

## Job Description

### Marketing Officer

<b>Salary:</b>	Grade 4
<b>Contract:</b>	Full time ongoing
<b>Location:</b>	Canterbury Campus with a requirement to work across campuses
<b>Responsible to:</b>	Head of Marketing
<b>Job family:</b>	Administrative, professional and managerial

#### Job purpose

The Marketing Officer will support the Head of Marketing to promote the Gulbenkian Arts Centre, focusing on ticket sales for events and expanding the profile of the Arts Centre regionally.

They will deliver the Gulbenkian's Marketing Plan, with activities across the marketing mix to include day to day management of Gulbenkian's website, e-marketing, social media and print materials.

They will support the Head of Marketing to develop new audiences for Gulbenkian, supporting work on audience research, and developing deeper relationships with existing audiences through offers and our membership scheme.

#### Key accountabilities

The following are the main accountabilities for the job. Other duties, commensurate with the grading of the job, may also be assigned from time to time.

- Manage content on the Gulbenkian Arts Centre website, ensuring event and news information is current, clear and timely.
- Deliver a number of regular (weekly & monthly) communications with subscribers to Gulbenkian email updates.
- Manage content across Gulbenkian Arts Centre social media channels, to generate high levels of engagement, widening reach and converting interest into ticket sales for events.
- Update content on our on site communication channels, including digital screens, leaflet racks and poster sites.
- Support the Head of Marketing to promote Gulbenkian Arts Centre across national and regional networks, including media, websites, Facebook groups and Gulbenkian contact networks & stakeholders.

#### Key challenges and decisions

The following provide an overview of the most challenging or complex parts of the role and the degree of autonomy that exists.

1. The Gulbenkian is a busy arts centre, with lots of different events being promoted to different audiences. A key challenge is to be organised and flexible to deliver what could be different content each day. We have systems in place to help manage day to day delivery.
2. Given the nature of digital communications, technical details change regularly (eg Facebook advertising, the ways users post on social platforms, image/film formats). We would expect the role holder to keep up to speed with the latest thinking and be able to deliver really good content.

## Facts & figures

At Gulbenkian we generate £250-300,000 of ticket sales each year, attracting audiences interested in our varied programme of Theatre & Dance, Comedy, Music, Film and Family.

We manage communications across a number of social media platforms, primarily Facebook, Instagram and Tik Tok for Gulbenkian Arts Centre, bOing! Festival and our ART31 programme for 13-25 year olds. We deliver regular sales emails around 20,000 people signed up for regular updates.

## Internal & external relationships

### Internal:

The Marketing Officer will interact with all areas of the organisation including Director & Head of Operations, Programme Manager, the Creative Learning team, Ticket and Information team, front of house and Café teams.

**External:** Customers, visiting companies, hirers, box office provider, other venues, and a number of departments and societies across the University.

## Health, safety & wellbeing considerations

This job involves undertaking duties which include the following health, safety and wellbeing considerations:

- Regular use of Screen Display Equipment
- Repetitive limb movements
- Pressure to meet important deadlines such as might be inherent in high profile projects
- There may be a requirement to work evenings and weekends
- Ability to occasionally travel in a timely and efficient manner between campuses

## Person specification

The person specification details the necessary skills, qualifications, experience or other attributes needed to carry out the job. Applications will be measured against the criteria published below.

Selection panels will be looking for clear evidence and examples in an application, or cover letter (where applicable), which back-up any assertions made in relation to each criterion.

### Essential Criteria:

- GCSE in English and Maths (Grade C/4 or above) or equivalent (A)
- Previous experience in a marketing or sales environment. (A/I)
- Experience of creating and printing marketing materials (A/I)
- Experience of using website CMS systems (updating websites) – preferably Wordpress. (A/I)
- Knowledge and experience of using social media platforms, especially Twitter, Facebook and Instagram for business purposes (A/I)
- Experience of Microsoft Office systems, including word and excel (A/I)
- Excellent attention to detail (A)
- Creative & inventive approach to work (I)
- Delivering results as part of a team (I)
- Good communicator with professional approach in keeping with Gulbenkian vision (I)
- Firm commitment to achieving the University's vision and values, with a passion for a transformative student experience and multidisciplinary, impactful research (I)
- Commitment to deliver and promote equality, diversity and inclusivity in the day to day work of the role (I)

**Desirable Criteria:**

- Experience of using design packages – Adobe, Canva for example (A/I)
- Experience of gathering feedback and research. (I)
- Experience of working with young people (0-25) (A/I)
- An interest in the arts and in working with young people (A/I)

*Assessment stage: A - Application; I - Interview; T - Test/presentation at interview stage*