

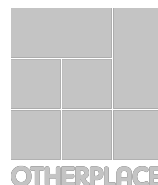
Marketing Manager

We are looking for a Marketing Manager who will plan, develop and oversee marketing and audience development campaigns to achieve box office and project targets for The Warren and other events in 2021. This is an exciting opportunity for an outstanding marketing professional with at least some previous experience in a similar role.

THE JOB

ROLE AND RESPONSIBILITIES

- To plan, initiate, implement and manage Otherplace's Marketing Strategy for all its festivals and events.
- To manage the day to day content of all Otherplace's websites.
- To be responsible for the production of The Warren 2021 brochure, working alongside all stakeholders to ensure deadlines are met.
- To oversee and implement the distribution of Warren brochures and all other marketing materials for all of Otherplace's festivals/events.
- To oversee all social media campaigns, ensuring Otherplace maintain a strong presence during the lead up to and throughout the duration of all its festivals/events.
- To assist the Artistic Director in setting and reviewing targets for social media reach
- To work with the Creative Development Coordinator to ensure that relevant branding is maintained consistently across all channels
- To analyse audience data to identify trends and develop ways to attract new visitors to Otherplace's festivals/events.
- To develop cross-marketing strategies with performing companies to help promote the Warren, the Electric Arcade and other venues alongside the shows taking place
- To be responsible for managing all advertisements, print material, marketing mail-outs and other publicity material, and the collating and reporting of feedback on all campaigns
- To oversee the production and monitoring of all external media adverts, in particular collecting feedback on effect and reach
- To be responsible for promoting the Warren Card scheme and overseeing the development of the Warren's loyalty scheme
- To manage the Marketing budget and work to develop strategies to maximise its effectiveness
- To manage Otherplace's in-house Flyering team in the run-up to



and during Otherplace's various festival/events such as the Warren.

- To work with and manage Marketing assistants or volunteers
- Anything else that may reasonably be required in relation to the role.

THE PERSON

We are looking for someone with:

- Excellent verbal and written communication skills
- Proven relationship management skills, as you will be building and maintaining relationships with partners and clients
- Proven ability to work flexibly and within a team,
- Excellent attention to detail
- Strong copy writing skills
- Excellent planning, time management and decision-making skills
- IT skills and experience, to include proficiency in all MS Office packages, Photoshop or similar design programmes, and experience of using social media channels in a professional capacity
- Previous experience working in the arts sector, for small companies, or in the events world is essential

We encourage applicants from all backgrounds with different experiences, but we are particularly keen to hear from people who have a passion for live events or the arts sector.

APPLICATIONS

Applications close at 9am on 7th December 2020.

The role will initially be for a full time fixed term 6-month contract running approximately from December 2020 – June 2021 (start date to be negotiated).

Please email your CV and a covering letter detailing how you meet the specific criteria for the role to jobs@otherplacebrighton.co.uk, with the subject line 'Marketing Manager Application'.

Salary: £26,000 - £29,000 depending on experience