

November 2017

Dear Applicant,

**Marketing Manager**

We are pleased to advertise this role in a growing and ambitious arts organisation. This new role fits within a newly combined sales and marketing team, and as such are willing to be flexible to find the right person. You may want to work full time or you may be looking for a job to fit around school hours. Either are fine by us and we will work with the successful candidate to shape the role around the needs of the organisation, individual circumstances and the skills of the successful applicant.

If you are interested in applying for the post, please send your CV, with relevant experience outlined, together with a covering letter of no more than two sides that explains how you meet the personal specification and why you would be interested in joining our team. Please also complete the attached Equal Opportunities monitoring form and include this with your application. If you are looking for flexible employment, please make this clear in your covering letter and the type of flexibility you would like to discuss at the interview, if you were to be shortlisted.

The Corn Exchange recognises the positive value of diversity promotes equality and challenges discrimination and we welcome and encourage job applications from people of all backgrounds. We particularly welcome applications from disabled candidates and those from Black, Asian and Minority Ethnic (BAME) backgrounds as they are currently under-represented within our organisation.

Please send to me at Corn Exchange, Market Place, Newbury, RG14 5BD, or email to recruitment@cornexchangenew.co.uk no later than **12pm on Monday 27 November 2017.**

Yours faithfully



Stephanie Johnson

Head of Sales and Marketing



**Job Title: Marketing Manager**

**Reports to: Head of Sales and Marketing**

**Responsible for: Marketing & Press Co-Ordinator**

**Marketing & Audience Development Officer**

**Distribution Assistant (freelance p/t)**

**Salary: £25,000 pro-rata, depending on experience**

**Hours: 28 - 40 hours per week across 3 to 5 days. School hour working contract would be seriously considered as well as additional (unpaid leave) during school holidays**

**Holiday: 20 days per annum plus bank holidays (pro-rata)**

**Job purpose:**

The Corn Exchange is a growing, dynamic and exciting organisation in the South East. This role presents a unique opportunity to shape the continued development of the Trust activities and you’ll be an integral part in achieving our aspirations.

Over the last few years our audiences have increased by more than 15% and you’ll be leading a dedicated, committed and focused marketing team to help to deliver the planned increased engagement over the next five years. You should be results driven and full of exciting, creative ideas and campaigns that you’ll want to put into place and enjoy monitoring the success of those to the benefit of the organisation.

Additionally, this autumn we have launched our new dedicated creative Learning Centre in the heart of the town and in 2018 we will be launching a brand new £1.7M visual art and craft making facility in Greenham. As the Marketing Manager you will help to shape the communications strategy to support these projects to achieve the footfall targets we are setting ourselves.

Furthermore, you will be supporting the advocacy of our outdoor arts creation space, 101; a nationally recognised facility to support and nurture artists creating ambitious and brave productions for audiences across the UK and internationally.

**Main Responsibilities:**

**Strategy**

* To support the development of the communications and digital strategies for the organisation
* To develop and deliver with the team, seasonal marketing plans to achieve sales income targets
* To lead on organisational marketing, positioning and promoting the Trust as a whole, including ensuring brand integrity
* Lead on management of the Trust’s website, developing the functionality and updating content as required
* Create and manage internet marketing strategy, including maximising web presence, e-mail marketing and internet ticket sales
* Support the Marketing and Press Co-ordinator in the development of social network sites, increasing engagement and the creation of digital content
* Support the development and delivery of an industry focused newsletter for the activities at 101 Outdoor Arts Creation Space with the Producer (101)
* Support the Marketing & Press Co-Ordinator in devising and delivering the press strategy on local, regional and national level
* Work with the Head of Sales and Marketing and Director to deliver the Trust’s overall communications strategy

**Sales**

* Work with the Head of Sales and Marketing and Front of House team to ensure quality and consistency of the audience experience
* To advise and agree ticket sales targets with the marketing and programming teams
* Monitor sales against targets and react proactively and positively with new campaigns to ensure success
* Support the Front of House team to market conference hire facilities alongside Kitchen and Bar activities
* Work with the Head of Sales and Marketing and the Development team to ensure fundraising campaigns achieve their income targets
* Work with Fundraising team to deliver promotion of membership schemes and special events
* Evaluate campaign elements to ensure future plans are based on evidence where possible

**Print and Promotion**

* Create and evaluate direct marketing initiatives, maximising the use of marketing/ticketing CRM database
* Manage production of print, liaising with printers and designers, including preparation of seasonal brochures, film brochures and print for productions
* Manage the distribution strategy

**Administration**

* To manage marketing budgets, ensuring value for money and providing reconciliation for all areas of income and expenditure
* To attend monthly management planning meeting and regular Sales & Marketing meetings
* Line manage marketing team in accordance with the organisation's personnel procedures and policies
* Respond to queries from visiting companies, press and general public
* To delegate duties to marketing team as appropriate

1. **Additional Information**

* Perform any other duties that might reasonably be requested
* This post will involve working occasional evenings and weekends, as well as attendance at VIP evenings, press nights and outdoor performances

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| Please note that this is a guide to the nature of the work required. It is not wholly comprehensive or restrictive and may be reviewed with the post holder and the line manager from time to time. |

**PERSONAL SPECIFICATION**

We are seeking a highly-motivated marketing professional, who is passionate about the arts, to join our thriving team.

The next year will be an exciting time for the organisation; as we launch a brand new £1.7M gallery, visual art and craft studio venue, the successful candidate will play a pivotal role in shaping the communications surrounding this project.

**Essential Skills**

* Keen interest in and knowledge of theatre, dance, music, comedy and/or other areas
* Minimum of 3 years’ experience in arts marketing
* Excellent communication skills
* Ability to think strategically to create actionable marketing plans
* Ability to write creatively and within context, with excellent grammar and syntax
* Proactive with ideas to sell shows through all marketing channels
* Excellent interpersonal skills
* Ability to take initiative and work independently
* Excellent computer literacy
* Success developing relationships a wide range of organisations and partners
* Interest in and understanding of new media/online marketing opportunities
* An eye for good design and experience with print/website design
* Knowledge of up to date research in marketing and audiences
* Excellent time management and organisational skills

**Desirable Skills**

* Experience in a mixed artform venue
* Experience of line management
* Experience using CRM database to extract data, segment and analyse audiences etc.

**Additional Benefits**

* 20% discount in the Corn Exchange Kitchen and Bar
* Free theatre and film tickets

**Competencies**

All Corn Exchange Newbury and New Greenham Arts Centre staff strive to demonstrate competencies in the following key areas. In your application you should try and give examples of how your previous activities might demonstrate your own personal competencies.

**Customer Focus**

* You act professionally and calmly when interacting with others
* You demonstrates concern and courtesy towards colleagues and customers
* You treat all people respectfully
* You take personal responsibility for correcting problems
* You follow up with individuals to ensure satisfaction with the level of service they have received

**Accountability**

* You take personal responsibility for work activities and personal actions
* You follow through on commitments made
* You implement decisions that have been agreed upon
* You maintain confidentiality with sensitive information
* You acknowledge mistakes you make without blaming others, and learn from mistakes altering behaviour to avoid repetition
* You recognise the impact of your behaviour on others and act appropriately

**Adaptability**

* You respond to changing circumstances by being innovative and altering your behaviour to better fit different situations
* You exhibit optimism and energy
* You learn new skills that help you perform work in better ways
* You successfully work with new colleagues
* You professionally deal with personal discomfort in a changing environment
* You are willing to be flexible
* You remain calm in stressful situations

**Clear Communication**

* You express yourself clearly and effectively when speaking and/or writing to individuals and/or groups
* You listen attentively
* You ensure that information is understood by all parties
* You share information in a timely manner using the most appropriate method
* You present well organized information in a group setting

**Initiative**

* You take action to improve a situation without waiting for explicit instructions
* You understand how your actions relate to the Corn Exchange’s and your department’s strategic goals
* You recognise and respond to opportunities in order to reach a goal
* You seek new and improved techniques, solutions, and approaches to completing assignments

**Problem Solving**

* You generate creative approaches to addressing problems and opportunities
* You identify and weigh options, make sound decisions after reviewing all relevant information
* You anticipate and plan for potential problems
* You take calculated risks
* You recognise the impact of your solutions on others

**About Us**

The Corn Exchange Trust currently manages three venues; the Corn Exchange which includes a 400 seat auditorium, a 40 seat independent cinema and thriving Kitchen & Bar; Learning Centre from which we run a flourishing participation programme 'Get Involved', as involving local people and enabling them to be engaged with our creative activities lies at the heart of what we do; and 101 – a unique creation centre for outdoor arts including workshop, making and rehearsal space together with on-site accommodation.

Exciting developments at the Trust mean that over the next eighteen months this balance will change with the expansion of 101 and its activities, along with the launch of a brand new Gallery, Visual Arts, Craft & Makers’ Studios at Greenham Business Park in 2018.

The performance programme at the Corn Exchange has developed considerably in recent years. We present a mixed programme of theatre, dance, comedy, music, family, film and outdoor work to audiences from across the South East. The emphasis is on presenting shows of the highest quality shows and films that inspire and entertain audiences, with attendance growing year on year. The Trust produces its own pantomime in-house which plays to capacity audiences as well as supporting a range of artists and companies across all art-forms through commissioning and development opportunities, mentoring and production support. Our emphasis is on presenting great shows and films that audiences really want to come and see. Always high quality, we’re really proud that our attendance figures are growing year on year.

Since 2009 the organisation has led a major outdoor arts programme, presenting internationally renowned companies and most recently producing spectacular large-scale outdoor performances to audiences of thousands. 2014 saw the launch of the Trust’s newest venture 101; a creation centre dedicated to the production of outdoor arts, with an ambition to develop the facilities, opportunities and resources available in the region to support the creation of exceptional outdoor performance. From April 2017 this work will be expanded as a result of ‘Ambition for Excellence’ funding from Arts Council England and further funding from Greenham Trust enabling the expansion of 101 and the creation of a new talent development and innovation programme.

The launch of the dedicated Learning Centre in September 2017 sees the continuation and subsequent expansion of the Trust’s flourishing participation programme, *Get Involved.* Working across all age groups, there is a particular focus on working with schools and young people through initiatives like Young Corn Exchange as well as Ageing Creatively a programme of work specifically aimed at those aged 55+. The programme currently impacts in excess of 10,000 local people per annum, and within three years this is expected to increase to 15,000.

The next stage of the Trust’s development will be the launch of a £3.5M capital fundraising campaign in 2018 in order to deliver an extension at the rear of the Corn Exchange which will house a new 120 seat studio theatre and become the permanent home of the Learning Centre as well as creating much needed office space for the expanding team. The extension is due for completion in the Autumn of 2020.

The Trust has a turnover of around £3 Million per annum and is run by an Executive Team, led by Grant Brisland (Director), Guy Dickens (Head of Technical & Operations), Stephanie Johnson (Head of Sales & Marketing) and Laura Jostins-Dean (Head of Business Development). We have a wider management team of 7, and a number of key freelance partners who we work with regularly most notably Simon Chatterton as well as a core staff team of 35, plus casual staff and over 120 volunteers. We receive core funding from Greenham Trust, West Berkshire Council, and Arts Council England as a National Portfolio Organisation.

**Mission and Objectives**

We are a flagship arts centre for the South East, punching above our weight artistically and so much more than just a theatre. Core funded by key partners to deliver outstanding performances, and creating our own well respected work. We are at the heart of a creative and cultural community, leading a vision for a vibrant district with more and more people involved in all of our activities. With some of the best facilities and staff in the country we are committed to involving everyone in what we do.

**Centre for Excellence**

*Enable excellence at every opportunity*

* Our role as artistic leader is to provide examples of what is excellent and to encourage and enable this work to thrive in Newbury
* We must continue to play a key role in providing inspiration for both artists and audiences

**Creative Communities**

*Provide access points and encourage involvement from our entire community*

* Deliver a programme of artistic opportunities in more places, incorporating more art forms and engaging with more people
* Develop and provide more quality opportunities for local people to participate in cultural activities within their own community

**Custodian**

*Safeguard our long-term sustainability*

* Ensure that the organisation and its buildings are valued by the people of Newbury
* Maximise income generated from our five income streams at every opportunity in order to ensure we can deliver on our vision
* Invest in our staff and infrastructure to ensure continued success and growth

**About Newbury**

Newbury is a modern market town, at the heart of rural West Berkshire. The Corn Exchange and our main office, is situated in the town’s central market place and 101 Outdoor Arts Creation Space is situated a 5 minute drive from the town centre at the site of the former Greenham Common Airbase on Greenham Business Park. The town’s train station is a short walk from the Corn Exchange providing frequent trains to Reading and London Paddington; whilst the M4 / A34 enables quick access to Reading, Bristol, Oxford, Winchester, Salisbury and the surrounding areas.

Newbury has been undergoing expansion recently, with many developments including a new shopping area, Parkway, attracting new retailers and footfall to the town. The wider region West Berkshire has lots of beautiful countryside and villages, with the historic downlands and Ridgeway great for relaxation, and the small and unique towns of Hungerford and Marlborough within easy reach.

**Core Values**

The Trust aims to be a centre for artistic excellence that cares about providing a high quality experience for its audiences, artists and employees. We encourage involvement in the creative arts from our entire community, welcoming everyone and inspiring future generations. By forging strong relationships with our audiences and stakeholders, and being efficient in the operation of our business, we are committed to safeguarding the long-term sustainability of the organisation.

In doing this we hold true to the following values

* We are passionate about the arts
* We aim for excellence
* We put our customers first
* We work collaboratively
* We respect and include everyone
* We seek out better ways to do things

The Trust expects our staff and volunteers to demonstrate a commitment to these values and use them in their decision making and actions every day, for the benefit of our audiences, artists, stakeholders, and fellow employees.

* We are passionate about the arts: We believe wholeheartedly in what we do, and seek to share our enthusiasm with others; inspiring future generations.
* We aim for excellence: We always try to exceed expectations and actively pursue success. We are proud of our reputation and we want to build it together.
* We put our customers first: Customers are our audiences, participants artists and stakeholders and we work hard to see things from their point of view and improve their experience of the Corn Exchange.
* We work collaboratively: We forge relationships with others in order to succeed. We work as a team and are adaptable, making it easy for our colleagues, partners and communities to work with us.
* We respect and include everyone: We will treat everyone we encounter with respect and courtesy; we actively seek out opportunities for local people to participate in cultural activities within their own community.
* We seek out better ways to do things: This means we work hard to get the best possible value out of everything we do, and actively look for examples of best practice both inside and outside our organisation.

**Why join us?**

It’s an exciting time for our organisation, with the development of our activities at 101 and the continued growth of our activities. It is a challenging time for arts organisations across the country; however the Trust is in a strong position following 8 years of growth and stability and is actively looking to increase activity, diversify income streams, grow audiences and promote our work more widely.

Our current major plans are:

* With a successful application to Arts Council England’s Ambition for Excellence funding stream, we’ll be developing the facilities, resources and profile for 101, our Outdoor Arts Creation Centre at Greenham Business Park.
* The development of a town-based Learning Centre launching from September 2017.
* The development and launch of a new £1.7M gallery, visual art and craft studio venue on Greenham Business Park, adjacent to 101, with Greenham Trust.



**Information Form**

**Post applied for:** Marketing Manager

**Where did you see this position advertised?...........................................................................**

**References**

Please give names, addresses and telephone numbers of two referees. One **must** be your present or most recent employer. The other can be another previous employer or any other person who can provide a reference for you but not a partner or member of your family. Referees will not be contacted without prior permission.

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| **Present or previous employer**  **Name:**  **Job title:**  **Organisation:**  **Address:**  **Telephone:**  **Email:**  **How is this referee known to you?**  Do you wish to be contacted before we approach this referee?  Yes/No | **Name:**  **Job title:**  **Organisation:**  **Address:**  **Telephone:**  **Email:**  **How is this referee known to you?**  Do you wish to be contacted before we approach this referee?  Yes/No |

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| **Do you consider yourself to have a disability?**  Yes  No  Please tell us if there are any ‘reasonable adjustments’ we can make to assist you in your application or with our recruitment process |

**Have you any unspent convictions?**

If you answer yes, details will only be requested if you are invited to interview

**Declaration**

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| I declare that all the information I have given on this application form is true to the best of my knowledge and belief. I understand that I may be dismissed if I have given false information or not given relevant details. I give my consent to The Corn Exchange recording and processing my personal information in line with the Data Protection Act 1998 and other legislative provisions.  **Signed:** **Date:** |

**EQUAL OPPORUTNITIES MONITORING FORM**

The Corn Exchange wants to meet the aims and commitments set out in its equality policy. This includes not discriminating under the Equality Act 2010, and building an accurate picture of the make-up of the workforce in encouraging equality and diversity.

The organisation needs your help and co-operation to enable it to do this, but filling in this form is voluntary.

The information you provide will stay confidential, and be stored securely and limited to only some staff in the organisation’s Human Resources section.

Please return the completed form separately to the rest of your application. This can be done by post marked Private and Confidential to Claire Breitsprecher, Administrator, Corn Exchange, Market Place, Newbury RG14 5BD or by email to [claireb@cornexchangenew.co.uk](mailto:claireb@cornexchangenew.co.uk)

**Gender** Male 🗆 Female 🗆 Non-binary 🗆 Prefer not to say 🗆

If you prefer to use your own term, please specify here …………………….

**Are you married or in a civil partnership?** Yes 🗆 No 🗆 Prefer not to say 🗆

**Age** 16-24🗆 25-29 🗆 30-34 🗆 35-39🗆 40-44 🗆 45-49 🗆 50-54 🗆55-59 🗆 60-64 🗆 65+ 🗆 Prefer not to say 🗆

**What is your ethnicity?**

Ethnic origin is not about nationality, place of birth or citizenship. It is about the group to which you perceive you belong. Please tick the appropriate box

***White***

English 🗆 Welsh 🗆 Scottish 🗆 Northern Irish 🗆 Irish 🗆

British 🗆 Gypsy or Irish Traveller 🗆 Prefer not to say 🗆

Any other white background, please write in:

***Mixed/multiple ethnic groups***

White and Black Caribbean 🗆 White and Black African 🗆 White and Asian 🗆 Prefer not to say 🗆 Any other mixed background, please write in:

***Asian/Asian British***

Indian 🗆 Pakistani 🗆 Bangladeshi 🗆 Chinese 🗆 Prefer not to say 🗆

Any other Asian background, please write in:

***Black/ African/ Caribbean/ Black British***

African 🗆 Caribbean 🗆 Prefer not to say 🗆

Any other Black/African/Caribbean background, please write in:

***Other ethnic group***

Arab 🗆 Prefer not to say 🗆 Any other ethnic group, please write in:

**Do you consider yourself to have a disability or health condition?**

Yes🗆 No 🗆 Prefer not to say 🗆

What is the effect or impact of your disability or health condition on your ability to give your best at work? Please write in here:

The information in this form is for monitoring purposes only. If you believe you need a ‘reasonable adjustment’, then please discuss this with your manager, or the manager running the recruitment process if you are a job applicant.

**What is your sexual orientation?** Heterosexual 🗆 Gay woman/lesbian 🗆 Gay man 🗆 Bisexual 🗆 Prefer not to say 🗆

If you prefer to use your own term, please specify here ……………………………………………….….

**What is your religion or belief?**

No religion or belief 🗆 Buddhist 🗆 Christian 🗆 Hindu 🗆 Jewish 🗆

Muslim 🗆 Sikh 🗆 Prefer not to say 🗆 If other religion or belief, please write in:

**What is your current working pattern?**

Full-time 🗆 Part-time 🗆 Prefer not to say 🗆

**What is your flexible working arrangement?**

None 🗆 Flexi-time 🗆 Staggered hours 🗆 Term-time hours 🗆

Annualised hours 🗆 Job-share 🗆 Flexible shifts 🗆 Compressed hours 🗆

Homeworking 🗆 Prefer not to say 🗆 If other, please write in:

**Do you have caring responsibilities? If yes, please tick all that apply**

None 🗆 Primary carer of a child/children (under 18) 🗆

Primary carer of disabled child/children 🗆

Primary carer of disabled adult (18 and over) 🗆 Primary carer of older person 🗆

Secondary carer (another person carries out the main caring role) 🗆

Prefer not to say 🗆