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| Role Profile  Marketing Officer | | | |  | |
| Role Title : |  | Marketing Officer (Fixed Term) | | |
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| Hours of Work: |  | 35 hours per week – Fixed Term Contract – 12 Months | | |
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| Salary: |  | £24,000 per annum | | |
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| WMC is a home for the arts in Wales, and a cauldron of creativity for the nation. We fire imaginations by curating world-class, critically-acclaimed touring productions, from musical theatre and comedy to dance, cabaret and an international festival. We kindle emerging talents with fresh, provocative and popular pieces of our own, rooted in Welsh culture. And we ignite a passion for the arts in young people with life-changing learning experiences and chances to shine in the spotlight.  At long last, we are gearing up to gradually reopen Wales Millennium Centre, so that we can get back to doing what we do best - showcasing world leading performances and providing life enhancing experiences.  In the meantime, a great deal of work is going on behind the scenes to ensure that we are fully prepared for our reopening, based on advice from our colleagues in Welsh Government.  This is to ensure that we reopen safely, with visitors, staff and artists feeling completely confident that our building is COVID-safe. We are, therefore, planning a phased reopening over the coming months.  **We are Wales Millennium Centre. Fire for the imagination** | | | | |
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| Primary Purpose**:** |  | The Digital and Brand team is responsible for building and maintaining sustainable audiences and casual visitors for a wide range of activities and a broad range of customers. The Marketing Officer is responsible for implementing campaign activity in support of all Wales Millennium Centre activity, delivering audiences, visitors and revenues. The post-holder will work closely alongside colleagues to deliver marketing and social media campaigns, digital strategies and audience development initiatives to sustain existing and grow new audiences. | | |
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| Specialist  Accountabilities: |  | 1. Effective contribution to campaign creation and planning that ensures financial, seat or visitor targets are met. 2. Contributing to return-on-investment monitoring of campaign to inform future planning, including use of Tessitura statistical information, social media data and Google Analytics. 3. Working within agreed budgets and to set targets, undertaking all aspects of campaign activity 4. Liaising and relationship building with producers and visiting company colleagues to ensure timely receipt of campaign assets and deployment of campaign activity, and with media owners to secure paid for advertising at the best rates 5. Assist in facilitating cross-departmental social media ambitions: working closely with the team to ensure that social media requests and tasks are implemented, reflecting Wales Millennium Centre’s social media policy and production status. 6. Liaise with external and internal producers to create and maintain event pages on wmc.org.uk, updating as required to keep information accurate and relevant. 7. Creation and design of email marketing communications using Wordfly. 8. Working closely with the team to ensure email, social and communications schedules are delivered efficiently and successfully. 9. Work alongside digital team and Ticket Office to manage on-sales of new productions. | | |
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| Generic  Accountabilities: |  | 1. Maintaining accurate records of activity and expenditure to Audit standards 2. Help drive traffic and ticket sales to our digital platform, increasing referrals to the website via social media channels. 3. Assist at occasional press evenings and external events. 4. Work closely with a number of stakeholders within the organisation to ensure correct information is communicated across all channels. 5. Assess and evaluate the success of campaigns relating to delivery and content, reviewing budgets against campaign plans and objectives. 6. Taking the lead on specific projects relating to specialist area. 7. Proactively looking for opportunities to challenge, suggest ideas and take action to improve systems and processes. 8. Liaising and relationship building with Wales Millennium Centre and site-wide team members to ensure understanding of specialist area activity to help influence all team members. | | |
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| Success Measures: |  | * Positive Feedback from team members and external producers and partners * Accurate, timely and effective campaign implementation and recording * Uplift in referrals from social media platforms to wmc.org.uk * Demonstrable examples of creative approach and uses of initiative to problem solve | | |
|  | **This role profile sets out the main duties of the post at the date when it was drawn up. Such duties may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot themselves justify a reconsideration of the grading of the post.** |  | | |

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| What We Are Looking For…  Marketing Officer | |
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When preparing your written application you will need to provide evidence for the following essential and desirable competencies. In considering each, please use an example of where you have done this previously, either in a work or other situation.

A. Responsibility

Please refer to how you meet these essential requirements in your application.

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| **No** |  | **Essential** | **Desirable** |
| 1. | Sound administrative and organisational skills, including the ability to manage competing priorities and projects effectively, dealing with numerous projects concurrently | X |  |
| 2. | Financial skills, including budgeting and maintaining accurate financial records | X |  |
| 3. | Demonstrable ability to deliver creative marketing ideas within practical parameters | X |  |
| 4. | Experience of content creation, targeted paid advertising, monitoring and running content schedules for multiple social media platforms including Facebook, Instagram and Twitter. | X |  |
| 5. | Experience of digital marketing platforms including Wordfly and social media scheduling and analytics tools | X |  |
| 6. | Experience of website content creation and maintenance. | X |  |

B. Knowledge

Please refer to how you meet these essential requirements in your application.

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| --- | --- | --- | --- |
| **No** |  | **Essential** | **Desirable** |
| 1. | Working understanding of the arts / entertainment industry; ideally with experience of working with commercial theatre producers and/or subsidized arts companies |  | X |
| 2. | Experience of creating, implementing and evaluating time-lined and budgeted multi-channel marketing campaigns | X |  |
| 3. | Knowledge of Tessitura or other CRM / Ticketing system and their application for audience development and marketing purposes | X |  |
| 4. | Understanding of audience development principles | X |  |
| 5. | Ability to create engaging digital content for social media and other platforms that reflects the needs of the productions, the producers and Wales Millennium Centre’s brand, using editorial software | X |  |
| 6. | Experience of working with supplier and service procurement procedures |  | X |
| 7. | Knowledge of the cultural landscape in Wales. |  | X |

C. Values

Please refer to how you meet these essential requirements in your application.

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| **No** |  | **Essential** | **Desirable** |
| 1. | Ability to problem solve and maintain a positive attitude in a fast-paced and pressurised environment | X |  |
| 2. | A creative and strategic thinker, able to offer solutions to a variety of marketing challenges; whilst also being open-minded to input from colleagues and willing to learn from all areas of the business | X |  |
| 3. | Resilient, with the ability to cope with pressure and high expectations | X |  |
| 4. | A highly organised individual with strong planning skills, time management, and excellent attention to detail | X |  |

D. Communication

Please refer to how you meet these essential requirements in your application.

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| **No** |  | **Essential** | **Desirable** |
| 1. | Strong team player, collaborative, with good, open communication style | X |  |
| 2. | Advanced digital, face-to-face, telephone and written communication skills | X |  |
| 3. | Strong relationship building and negotiating skills | X |  |
| 4. | The ability to write bilingually for Welsh and English audiences |  | X |

E. Environment

Please refer to how you meet these essential requirements in your application.

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| **No** |  | **Essential** | **Desirable** |
| 1. | Commitment to ensuring an imaginative approach is taken to valuing and developing Welsh culture and identity in all aspects of the Centre’s activities | X |  |
| 2. | Commitment to the provision of excellent customer service | X |  |
| 3. | Experience of working within a sales driven environment |  | X |

F. Welsh Language

Please refer to how you meet these essential requirements in your application.

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| **No** |  | **Essential** | **Desirable** |
| 1. | The ability to speak Welsh |  | X |
| 2. | The ability to listen and understand conversations in Welsh |  | X |
| 3. | The ability to write in Welsh |  | X |
| 4. | The ability to read Welsh language material |  | X |