

JOB DESCRIPTION



Job title:	Deputy Head of Marketing
Responsible to:	Head of Marketing
Responsible for:	Marketing Manager, Ticketing Manager, Marketing Coordinator, Marketing Assistant
Department:	Marketing
External contacts:	Design, marketing and PR agencies; arts and community partners; press contacts; promoters, agents, producers and performers

About the Roundhouse:

The Roundhouse is a hub of inspiration where artists and emerging talent create extraordinary work and where young people can grow creatively as individuals. We do this because we believe creativity gives us freedom, hope and has the power to transform.

Job summary

We're looking for an experienced, innovative marketer to join our organisation at an exciting moment in its history. We have recently completed a 5-year business plan which heralds a significant period of growth and change. This is a great opportunity for a strategic self-starter to provide leadership to a high-performance team, lead on pan-organisational strategic projects and deputise for the Head of Marketing. Key responsibilities include to:

- Devise and implement marketing campaigns for Roundhouse-produced shows and events, co-productions and other company activity and initiatives as required
- Lead the marketing campaigns team and the ticketing team to achieve our financial and audience development targets
- Lead on a number of strategic projects including making improvements to processes and ways of working across the organisation
- Deputise for the Head of Marketing as required

DUTIES & RESPONSIBILITIES

- Devise and implement innovative, effective campaigns to maximise income and achieve audience targets for a range of shows and events across the Roundhouse's programme. This includes any formative research, developing and implementing marketing campaigns which include content marketing, paid media, PR campaigns, eCRM, print, social and promotions.
- Work with the Head of Marketing, Insights and Data Manager and the Roundhouse Producing team to provide accurate forecasting, appropriate pricing strategies, revenue targets and marketing budgets.
- Manage all campaign spend through careful budget management.
- Evaluate and report on campaign performance to relevant stakeholders across the organisation, including providing regular management reporting to inform the organisation's activity
- Line manage, coach and provide leadership to the Marketing Manager, Ticketing Manager, Marketing Coordinator and Marketing Assistant, ensuring that they are well briefed, supported and that they work as effective members of the wider team, and deliver on their objectives.

- Work with the Digital Marketing Manager to oversee the organisation's content marketing strategy, playing a proactive role in creating and commissioning regular digital content in support of specific campaigns and wider strategic work to raise the profile of the organisation's work with young people.
- Work closely with the Digital Marketing Manager to ensure campaign digital activity aligns with the overall Roundhouse digital strategy and schedule, and that digital marketing activity offers the best ROI.
- Support and inform the organisation's wider CRM strategy and Customer Experience Strategy, implementing segmented customer communications and leading on the eCRM strategy with the Digital Marketing Manager.
- Identify and implement media partnerships where appropriate.
- Manage relationships with relevant external partners and suppliers (e.g. outsourced PR agencies, media agencies, printers, digital support, design studio etc.).
- Lead on Groups and Tourism marketing as appropriate.

Other activities

- Provide strategic marketing support for other teams and Roundhouse activities where required.
- Develop and maintain a network of contacts with marketing agencies, partners and suppliers.
- Ensure that all marketing undertaken is planned in close collaboration with other Roundhouse campaigns (especially around brand and advocacy), and that opportunities for cross-promotion are maximised.
- Attend, and lead where appropriate, any necessary internal meetings to ensure effective two-way communication of information and planning.
- Represent the Roundhouse at external meetings as required.
- Integrate messaging about the Roundhouse's work with young people into all activity wherever possible.
- Attend events and meetings relevant to the role, some of which may take place outside of regular office hours.
- Work as part of the marketing team and carry out work as reasonably requested by the Head of Marketing.
- Liaise with other departments to ensure statutory obligations (e.g. crediting/branding) are met and cross-promotion maximised.

General

- To be committed to putting young people at the heart of everything we do.
- To promote and comply with current legislation and the Roundhouse's policies on Equal Opportunities, Disability, Diversity and Health and Safety both in the delivery of services and the treatment of others.
- To promote, develop and comply with our policies and practices to lessen the environmental impact of the Roundhouse.
- To be responsible for identifying and undertaking training and personal development to meet business needs.
- Undertake any other reasonable duties, commensurate with the level of the post so as to ensure the smooth running of the Roundhouse.

REVIEW ARRANGEMENTS

This job information cannot be all encompassing. It is inevitable over time that the emphasis of the job will change without changing the general character of the job or the level of duties and responsibilities entailed. Consequently, this information will be periodically reviewed, revised and updated in consultation with the post holder to reflect appropriate changes

PERSON SPECIFICATION

Essential

- A proven track record of creating and implementing successful marketing and sales campaigns for major cultural activities, including all elements of the marketing mix.
- Proven ability to lead teams to achieve outstanding results.
- Excellent project management skills, including the ability to juggle a substantial portfolio of simultaneous campaigns.
- Commercial acumen, budget management, data analysis and reporting experience.
- An ability to build relationships and communicate effectively at all levels, internally and externally.
- Excellent copywriting and editing skills, including the effective use of appropriate style and tone in a range of contexts.
- A creative instinct, both in developing campaigns and in constantly evaluating how we work in order to improve processes.
- Experience of media planning with substantial budgets, across print, outdoor and digital.
- Experience of briefing print and digital projects to designers and developers.
- Experience of creating and sourcing original digital content.
- Experience of using social media creatively as a tool for driving sales, engaging audiences and delivering excellent customer service.
- Able to work with a high degree of accuracy.

CONDITIONS

Contract	Permanent
Hours	40 hours per week
Annual Leave	The annual leave period runs from April to March and you will be entitled to 25 days holiday (pro rata) per year plus bank holidays
Notice Period	2 months