

**JOB DESCRIPTION**

**TITLE: Marketing and Audience Development Manager**

**RESPONSIBLE TO:** Big Imaginations & Programme Manager

**RESPONSIBLE FOR:** p/t Marketing Assistant, Digital Apprentice plus placements and interns.

Z-arts is Manchester’s venue for children and families and delivers a broad range of performing arts events, performances, exhibitions, activities, workshops and participatory opportunities. Our mission is to inspire and enable generations of young people from Manchester and beyond to use creativity to achieve their potential. Z-arts also leads the Big Imaginations Children’s Theatre Network of venues across the North West and the Manchester Family Arts Network.

**PURPOSE:**

To actively promote all aspects of the work of Z-arts including the Big Imaginations Children’s Theatre Network; increasing greater awareness, participation and overall attendance at all Z-arts events. To actively work to bring new and non-traditional audiences to Z-arts.

**HOURS**

The hours of the role are 37.5 per week but the requirements of the business are such that a high degree of flexibility is necessary and occasional evening and weekend work will be a required as part of your rota.

**MAIN AREAS OF RESPONSIBILITY:**

The successful candidate will need to be an all-rounder with skills to deliver in the following areas:

**Marketing**

1. To promote Z-arts productions and generate a wider awareness of our ambition to modernize theatre for families.
2. To identify and attract new audiences for Z-arts activities including workshops and performances.
3. To manage the updating of the Z-arts website with details of all events, classes and performances through the content management system
4. To write copy for all Z-arts events and activities for use in different media (brochures, mail-outs, online, press releases etc.)
5. To create and distribute targeted and monthly Z-arts newsletters (using dotmailer).
6. To manage and maintain positive relationships with media partners
7. To liaise with designers to produce all promotional material including 3 seasonal brochures
8. To maintain, develop and add to a growing marketing database
9. To refine, engage with and monitor the operation of the Z-arts Social Media Strategy

**Audience Development**

1. To work with the Creative Team to develop campaigns to attract designated target audiences from communities of protected characteristics, aligned with the Strategic Plan.
2. To work with the Creative Development Manager on the Family Arts Network, including Family Friendly Standards and Age Friendly Standards

**Big Imaginations**

1. To manage the Big Imaginations audience development plan, website, social media and any associated print.
2. To offer audience development support to Big Imaginations members on Level 1 membership

**Management**

1. To manage the Marketing Assistant (2 dpw) and the digital apprentice

**Strategic**

1. To continue to implement Z-arts and Big Imaginations marketing and audience development plans to increase brand awareness, audiences and associated income for all Z-arts workshops, events and activities
2. To analyze available data and report to the SMT on the effectiveness of different marketing campaigns
3. To crate and provide marketing and audience development reports for funders, including Audience Finder and Culture Counts
4. To work with the SMT to improve and maintain internal communications
5. To be jointly responsible for the marketing budget.

**General**

1. To act as a Duty Manager and IRT (Incident Response Team) member as and when required.
2. To liaise with the House Manager on front of house displays, branding
3. To liaise with the general Manager and Box Office Manager on increasing ticket sales and promotions
4. To work with the CEO and entire staff team to support and deliver Z-arts strategic and creative vision
5. To understand, actively promote and adhere to Health & Safety legislation and Z-arts’ Health and Safety policy.
6. To adhere to all Z-arts policies and procedures
7. Any other duties required by the Senior Management Team.

**GENERAL INFORMATION:**

To comply with legislation covering the activities at Z-arts, it is required that all staff undertake training as directed by their line manager. It is also essential that all staff carry out their duties in a safe manner in accordance with the current Health and Safety at Work legislation.

**PERSON SPECIFICATION:**

1. A minimum of two years’ experience in a marketing role within the arts and cultural sector
2. Ability to manage online elements of marketing campaigns including social networking
3. Ability to write and source good copy for marketing material and website
4. Excellent communication and networking skills
5. Knowledge of Microsoft office and excel
6. Self-motivated and resourceful
7. Strong organisation and time management skills
8. Ability to demonstrate attention to detail
9. Ability to work under pressure and to tight deadlines
10. Ability to analyse data and compile reports
11. Ability to maximize returns from a tight budget
12. Enthusiasm and imagination
13. Excellent interpersonal skills and ability to work within a diverse team

The following attributes would be desirable:

1. Experience of box office systems (Spektrix)
2. Experience of Audience Finder
3. Knowledge of the North West arts and culture scene
4. Established media contacts
5. Experience in audience development from non-arts attenders.
6. An understanding of GDPR