



MARKETING MANAGER JOB DESCRIPTION & PERSON SPECIFICATION

INTRODUCTION

The Thames Festival Trust's vision is for rivers in cities to be recognised both as valued natural environments and as outstanding urban space platforms for arts, culture, sport, education and heritage – accessible to all and enjoyed by all. Totally Thames is the Trust's annual season of river and water-related events in September. Go [here](#) for more info.

The Trust's main outputs are a national and international arts education programme called Rivers of the World, a suite of heritage programmes and Totally Thames, which takes place over the month of September and brings the river to life via an exciting season of arts, cultural and river events throughout the 42-mile stretch of the Thames in London. Totally Thames programme is promoted widely via partner organisations both nationally and internationally. In 2018, 1 million people attended over 100 Totally Thames events.

The Trust is a National Portfolio Organisation of Arts Council England. Its education work is supported by the British Council and Paul Hamlyn Foundation. Its heritage activities are funded via the Heritage Lottery Fund. It receives core sponsorship from Port of London Authority, the Mayor of London and Thames Water and is supported by many river and cultural organisations.

OPPORTUNITY

We are looking to recruit an individual with proven marketing and communications management experience, with the ambition to drive forward the Trust's work in arts education, culture and heritage. The role will suit an experienced, creative professional who can demonstrate initiative, prioritise competing demands, can work effectively across a wide spectrum of people and stakeholders, and who is looking to broaden their knowledge and expertise. You will have gained your marketing experience within the arts and heritage sector.

The Marketing Manager will be instrumental in developing and delivering the organisation's marketing strategy. They will be focused on raising the profile of the company in the media and online, through the creation and distribution of eye-catching content and communicating key messages about the full range of company's activity. Our ambition is to develop a broad and diverse audience for the Trust's work.

JOB DESCRIPTION

Marketing Strategy

- Develop, implement and monitor the Trust's marketing plan. This will be embedded in the company's Business Plan
- Lead on brand management across all areas of the organisation, and develop brand guidelines that ensure understanding across the organisation
- Contribute to wider organisational discussions and strategic planning and business development processes
- Contribute to preparing the Trust's annual evaluation report for external stakeholders
- Contribute to developing the Diversity Action Plan and help to embed its ambitions throughout the organisation.
- Keep abreast of ACE NPO requirements and adopting appropriate strategy for the Trust

Marketing campaign

- Design and delivery of marketing and media campaigns for the Trust's projects, across all platforms and channels, including print, website, email, and social media
- Draft briefs and manage relationships with external PR consultants and/or agencies aiming to maximise coverage in national newspapers and magazines, on radio and television, and online
- Write and distribute press releases, media proposals and briefing information
- Design and deliver marketing and communications campaigns for the Trust's education, heritage and events programme
- Ensure the Trust's brand is used consistently, particularly by partner platforms and channels
- Work with project and event partners effectively to publicise our programmes, events and initiatives
- Contribute to the development of sponsors benefits packages and manage the delivery of sponsor marketing commitments
- Advise on strategic and tactical approaches to communications and public relations
- Evaluate and report on media campaigns
- Increase the Trust's media profile throughout the year taking into account the broader, long term organisational communications strategy
- Act as Trust spokesperson at partner and stake holder communications and PR meetings

Digital

- Develop the Trust's digital policy and plan
- Manage and develop the Trust's websites
- Manage and develop the Trust's social media activity (Instagram, Facebook, and Twitter)

- Maximise the reach of the Trust's digital communications, and its effectiveness in reaching target audiences
- Maximise the Trust's online presence acting as a central point for gathering of ideas around content and potential creative assets, and commissioning and developing content

Audience Development Plan

- Lead on audience research and analysis to inform strategies for engaging and broadening audiences, including underrepresented beneficiaries and/or audiences
- Lead on evaluation and monitoring campaigns and audience engagement initiatives
- Produce reports for the Board of Trustees to demonstrate progress against targets
- Support the Director and team members in fundraising initiatives by supplying audience analysis and guidance around messaging and bid writing

Finance

- Draft, manage and monitor the marketing budget
- Advise and oversee ticketing procedures and management

Liaison Management

- develop good working relationships internally and externally with partners, artists, stakeholder and funders
- develop senior partner relations and high levels of creativity in establishing partnerships in the arts, culture, heritage and education fields
- build a network of external suppliers/providers/contacts for specialist service provision and knowledge exchange

HR

- joint line management of Project & Admin Officer on digital tasks
- line management of marketing related interns and volunteers, freelancers (photographers, filmmakers etc)
- line management of PR company and/or agencies

General

- attending performances, staff meetings, training sessions and other events
- any other duties considered reasonable by the Trust

PERSONAL SPECIFICATION

Essential

- Experience working in creative, cultural or heritage sectors
- Experience of developing and implementing marketing and audience development strategies
- Experience of campaign planning and delivery, including design and print production, print distribution, content creation, social media advertising, email marketing, reciprocal marketing activity, and press and media
- Experience of managing and maintaining web platforms and social media, specifically knowledge of digital marketing and engagement, and experience of managing social media channels (e.g. Facebook, Twitter) to engage audiences, promote events and build brand awareness
- Experience in proactive development of senior partner relations and high levels of creativity in establishing partnerships in the arts, culture, heritage and education fields
- Knowledge of CRM systems
- Experience in design skills, specifically Photoshop and InDesign
- Experience of managing budgets
- Excellent verbal and written communication skills, including creative copywriting skills and proofing skills, and attention to detail and accuracy
- Strategic and creative approach, with the ability to work to deadlines while managing multiple priorities
- Awareness of sectoral developments, including challenges as well as innovations and good practice
- A self-motivated person who works well independently and as part of a small team, confident in communicating with a number of different people
- A personal and professional commitment to equality of opportunity and to diversity in all its forms

Desirable

- Interest and knowledge of the River Thames

Terms of contract

Full Time position

Reporting to: General Manager

Salary: £30-33K, depending on experience.

Deadline for applications: Thursday 2nd May at 5pm

Interview date: Wednesday 8th May

Start date: Ideally the candidate would be able to start immediately

How to apply

To apply for the post, please submit your CV, Equal opportunities form and a statement (maximum two A4 sides) describing your suitability for the position and specifically how your past experience matches the job description and person specification.

Applicants should provide contact details for two references, we will seek your permission before making direct contact with any referees. All offers of employment will be subject to the receipt of satisfactory references

Please submit your application and completed equal opportunities form by email with 'Marketing Manager' in the subject line to recruitment@thamesfestival.org by 5pm on Thursday 2 May 2019.