



## MARKETING MANAGER JOB DESCRIPTION & PERSON SPECIFICATION

### INTRODUCTION

The Thames Festival Trust's principle objective is to increase the appreciation of rivers and their importance to us all through creating and promoting river and river-related art, education and heritage programmes.

Since 1997, the Thames Festival Trust has entranced and engaged audiences in excess of 10 million through our annual outdoor festival Totally Thames, which prior to 2014 was called The Thames Festival. We have worked with 110,000 children and young people across London, the UK and world, commissioned 506 art projects, engaged with 460 organisations on river-inspired programme and delved into the River Thames rich heritage and archaeology to improve access and increase diversity across the arts, culture and heritage sectors.

The Trust's main outputs are a national and international arts education programme called Rivers of the World 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 also produce an annual programme of heritage related events.

The Trust is a National Portfolio Organisation of Arts Council England.

### 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 a creative self-starter 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.

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.

### **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. 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 relationships with other like-minded organisations and potential partners
- build a network of external suppliers/providers/contacts for specialist service provision and knowledge exchange

## **HR**

- joint line management of Digital & Admin Officer (title TBC)
- 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 charity 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
- 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.

Deadline for applications: Thursday 14<sup>th</sup> March at 5pm

Interview date: Thursday 21<sup>st</sup> March

Start date: Ideally the candidate would be able to start in April