



## **Job Description**

### **Marketing Manager**

**Responsible to:** General Manager

**Responsible for:** Box Office Coordinator

#### **CONTEXT:**

Chetham's is a unique cultural institution and charity in the heart of Manchester combining music, education, and heritage.

We are home to three extraordinary places – Chetham's School of Music, Chetham's Library, and Stoller Hall – and we are united by one clear vision which is to bring people together.

We believe in the power of music and creativity to unite people, and we are committed to educating and inspiring the next generation of musicians and thinkers.

We are driven by our values to make music and education more accessible, to enrich the lives of people in Manchester and beyond, and to improve health and wellbeing through the magic of music and learning.

We're embracing our roots and opening the doors to our world-class facilities and collections to make a positive, long-lasting impact on local communities.

Stoller Hall at Chetham's School of Music in Manchester, is an £8.7m concert hall, opened in 2017. Its 482-seat auditorium boasts a state-of-the-art acoustic perfect for a variety of artists and ensembles across many genres; for chamber orchestras, choirs, chamber music and recitals plus an adventurous programme of jazz, folk, pop, comedy and spoken word as well a range of conferences and events.

The Stoller Hall team also programme events in the 150 seat Carole Nash Hall, and works across the whole organisation to plan and deliver a variety of performances and events throughout the year.

The Marketing Manager will be a key part of the management team of Stoller Hall, working closely and collaboratively with Stoller Hall's programming and operational teams. The Marketing Manager will also interconnect with the External Communications department, who manage the communication strategy for the whole organisation.

#### **PURPOSE:**

The Marketing Manager will work closely with Stoller Hall team, and also the wider organisation, including Chetham's School of Music and Chetham's Library.

Working closely with the Head of Communications and Marketing, the post holder will become the internal expert on building audiences across the site's rich and varied programme.

As a key part of Stoller Hall's team, the post holder will be closely involved in strategic decision making for the organisation, developing and supporting the organisational strategy through programming, audience development and marketing plans.

The post holder will manage the marketing budgets, making decisions on spending allocations and prioritisation, evaluating the effectiveness of marketing campaigns and reporting on performance.

## **KEY RESPONSIBILITIES:**

The Marketing Manager will:

1. Take ownership of and lead the Audience Development Plan for Stoller Hall, including identifying target audiences, defining strategies and measuring outcomes.
2. Raise awareness of Stoller Hall as a leading national and international live music venue in the heart of Manchester, to build and strengthen Stoller Hall brand.
3. Develop strategic and tactical marketing plans for Stoller Hall's year-round programme of live music and events, to support the organisation's artistic vision, audience development and financial objectives.
4. Manage the day to day running of marketing campaigns, including budgets, resources and campaigns across all comms channels.
5. Closely monitor and analyse ticket sales to maximise income across all events, working collaboratively with other members of Stoller Hall team to develop strategies.
6. Commission and/or produce audio, video and printed materials to promote Stoller Hall's areas of business, including artistic use and conferencing.
7. Liaise with promoters and visiting artists to collate high quality marketing collateral and promotional materials in line with the organisation's brand.
8. Analyse and evaluate marketing performance, interpreting findings to continually improve performance.
9. Ensure that our in-venue advertising, both print and electronic, is kept up to date and relevant.
10. Lead on the ongoing management and development of Stoller Hall's website, liaising with the Chetham's external comms team.
11. Have oversight of the website, working closely with the external communications team to optimise web performance and user experience.
12. Proactively manage and liaise with external agencies and freelancers, including design and PR specialists.
13. Represent Stoller Hall at regional and national forums and the marketing meetings for the British Association of Concert Halls.
14. Prepare, manage and monitor marketing budgets, including the annual marketing budget for Stoller Hall as well as project specific budgets.
15. Plan and design the production of Stoller Hall's event guides – including liaison with the digital and design team, printers, distributors and mailing houses.
16. Design content strategies that creatively showcase Stoller Hall's range of live music events, including video content, GIF's, blog posts and photographs;
17. Work closely with the Creative Engagement team to help raise awareness of Stoller Hall as a space for creative learning for all ages and a world-class venue for musical entertainment.

18. Work closely with the Chetham's external comms team and the Chetham's Library team to jointly promote Chetham's and create integrated campaigns.
19. Line Manage the Box Office Coordinator with oversight of the box office systems, customer service and events staff training.
20. Support all members of Stoller Hall, Chetham's School of Music and Chetham's Library in the delivery of events as required;

## **GENERAL RESPONSIBILITIES**

The Marketing Manager will:

1. Promote Stoller Hall and Chetham's in a positive and professional manner at all times;
2. Display a flexible "can do" approach which will enhance Chetham's wider reputation;
3. Be highly organised and motivated, a real team player – working collaboratively with colleagues across organisation and with key external players;
4. Operate in accordance with Chetham's policies and procedures including, in particular, Chetham's Child Protection and Safeguarding Children Policy Statements (see separate document);
5. Undertake any training necessary to meet the requirements of the post;
6. Adopt a flexible approach to working hours as required by the business including a willingness and ability to work unsocial/weekend hours as required;
7. Take all possible steps to ensure a safe working environment for self and others.
8. Be open to new ideas, understand the need for change and be willing to adapt;
9. Be aware of the issues of equality and diversity, understand and be sensitive to cultural differences;
10. Be responsible for their personal presentation, health and physical fitness;
11. Undertake any other duties, relevant to the post holder's skills, which may, from time to time be deemed necessary;

## **EXPERIENCE**

### **Essential**

1. Educated to degree level or equivalent (exceptions can be made for considerable relevant experience);
2. Not less than 3 years' experience working in marketing in an arts venue, concert hall, festival or similar;
3. Good working knowledge of live music across multiple genres;
4. Experience of developing and managing budgets;
5. Experience of working with ticketing systems, ideally Spektrix;
6. Experience of planning, delivering and monitoring both print and digital marketing campaigns;
7. Sound knowledge and experience of marketing principles, strategies and approaches;
8. Strategic thinker with the ability to advise and influence at all organisational levels;
9. Meticulous attention to detail;
10. Analytical thinker, with the ability to analyse and interpret marketing and box office data, website and social media analytics, and equivalents;
11. Strong interpersonal and communication skills including the ability to work successfully alongside professional musicians (including leading musicians from the national and international circuits), all levels of the School's staff team and their own team alike;
12. Awareness of current trends in arts organisations, marketing and ticketing;
13. High level of computer literacy.

### **Desirable**

14. Knowledge of classical music repertoire as well as other musical genres;

15. Knowledge of Spektrix, Wordpress and Artifax software;
16. Knowledge or experience of working with grant giving organisations such as Arts Council England;

## **CHILD PROTECTION AND SAFEGUARDING CHILDREN**

The post holder will be required to obtain clearance via Chetham's from the Disclosure and Barring Service and in addition to comply with the specific requirements of Chetham's in relation to child protection and safeguarding.

The post holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom they are responsible, or with whom they come into contact, will be to adhere to and ensure compliance with Chetham's Child Protection and Safeguarding Policy Statements (available at [www.chethams.com](http://www.chethams.com)) at all times.

If, in the course of carrying out the duties of the post, the post-holder becomes aware of any actual or potential risks to the safety or welfare of children in Chetham's, they must report any concerns to Chetham's Child Protection Officer or to the Principal (as appropriate).

This Policy and Procedure is in line with national directives and must be adhered to by all staff. Chetham's is committed to the development of good practice and sound procedures. We will always endeavour to fulfil our duty to challenge or intervene in order to protect all students at Chetham's.

Concerns and referrals will be handled in a sensitive and professional manner which will support the needs of students and staff. Chetham's recognises the contribution it can make to protect and support students.

I agree that I have read and understood the attached job description.

Employee's name.....

Employee's signature.....

Date.....