



Job Description

Senior Marketing Officer

Responsible to: Reporting into Head of Communications and working closely with Stoller Hall's General Manager

CONTEXT:

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

Chetham's School of Music is the largest specialist music school in the UK, an Independent School and a charity. We are the only one in the North of England and every year, we welcome around 330 gifted students, aged between 8 – 18, from the UK and overseas. We provide financial support to 90% of all students and a quarter do not pay any fees at all. This is possible thanks to funding from the Government's Music & Dance Scheme and the generous support of our donors.

Chetham's Library was founded in 1653 and is the oldest surviving public library in Britain. We've been open to members of the public ever since. Our Library collection is one of national and international importance and spans over 250,000 books, prints, maps, photographs and manuscripts. Highlights include first editions of Isaac Newton's Principia Mathematica and John Milton's Paradise Lost as well as the desk where Karl Marx and Friedrich Engels famously worked on the Communist Manifesto.

Stoller Hall is a 482-seat auditorium and is the only small scale, acoustic chamber music venue in the North-West of England. This RIBA award winning space was designed by Stephenson STUDIO and the outstanding acoustics conceived by ARUP. Since opening in 2017, the venue has become a popular space for recitals, recordings and workshops and delivers an ambitious series of performances and conferencing events.

PURPOSE:

We are looking for a creative team player to come and work with us to develop our marketing offer and generate event sales.

You will report into the Head of Communications and work closely with Stoller Hall's General Manager to play a key role in raising the profile of Chetham's by immersing yourself in our communities, our programme and the stories behind our work.

You will support us in building brand awareness and engagement by effectively communicating who we are and the impact we make to audiences, artists, funders and partners. You will analyse data, create customer lists, produce compelling content, commission print and manage digital advertising. You'll also liaise directly with artists and promoters and develop marketing campaigns to maximise income from events.

This role will suit an individual with experience in marketing events and who can bring fresh ideas and energy to our unique organisation.

KEY RESPONSIBILITIES:

The Senior Marketing Officer will be responsible for the following:

1. Raise awareness of Chetham's, particularly Stoller Hall as a leading live music venue, strengthening our brand.
2. Develop marketing plans for our programme of live music and events to support our artistic vision, audience development and financial objectives.
3. Collaborate with the CRM Manager and monitor and analyse ticket sales.
4. Work collaboratively with other teams in the organisation and external artists/promoters to develop strategies that will maximise income.
5. Commission and/or produce audio/visual content to promote the organisation and bring in more visitors.
6. Manage digital advertising campaigns from set up through to reporting.
7. Draft and create compelling newsletters and email campaigns and create customer lists, so that written communications are relevant and impactful.
8. Manage the website, optimise performance, and analyse website data.
9. Work with the inhouse design team and oversee production of printed marketing materials including posters, flyers and Event Guides.
10. Collaborate with the wider external communications team and contribute creative ideas to help engage more people with our messages.
11. Represent the organisation at regional forums and marketing meetings/events.
12. Ensure all marketing and use of imagery (particularly when featuring young people) is compliant with Safeguarding policies.
13. Any other duties as required.

KNOWLEDGE AND EXPERIENCE

Essential

The Senior Marketing Officer will:

1. Have demonstrable experience working in a marketing role, analysing data and developing campaigns and strategies.
2. Proven social media management experience across channels, including tracking and reporting from analytics.

3. Have experience working with a CRM database and email list management, including knowledge of best practise and GDPR regulations governing the use of data.
4. Excellent written English, persuasive writing and proof-reading skills with the ability to craft and convey compelling messages.
5. The confidence to collaborate and communicate effectively with external artists and promoters.
6. Have an interest in learning more about arts and event marketing and concert/live event promotion.
7. Have experience working with a website content management system.
8. Be able to work independently and prioritise key tasks while working on a range of projects for Stoller Hall, Chetham's School of Music and Chetham's Library.
9. Be self-motivated, creative and highly organised.

Desirable

1. Knowledge of Spektrix, Wordpress and Artifax software.
2. Experience working in arts and culture or events.
3. Knowledge of inclusion and digital access guidelines.

CHILD PROTECTION AND SAFEGUARDING CHILDREN

As a post holder I recognise my responsibility to promote and safeguard the welfare of children and young people for whom I am responsible, or with whom I come into contact. I will adhere to and ensure compliance with Chetham's Child Protection and Safeguarding Policy, the Staff Code of Conduct, and related documents (available at www.chethams.com) always. If, while carrying out the duties of the post, I become aware of any actual or potential risks to the safety or welfare of students at Chetham's, I have a duty to follow the reporting routes and to report any concerns to the Designated Safeguarding Lead or to the Joint Principal (NS).

Our 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.

OUR MISSION AND VALUES

Our mission is to bring people together through the power of music and education.

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

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

Employee's name.....

Employee's signature.....

Date.....