

Marketing Manager Job description

The team

The marketing manager will work as part of the team at Sinfonia Cymru, which comprises: Peter Bellingham, Chief Executive; Tammy Daly, General Manager; Joseph Evans, Orchestra Manager. We also work with a fundraising consultant, Caroline Harris.

Key purpose of the role

To create marketing strategies and campaign plans to achieve the best possible audiences for our performances. To promote the work and build awareness for the organisation through mainstream and social media.

This is the sole marketing role in the department, therefore the mix of strategy and hands-on implementation is crucial to the success of the role.

Salary and conditions

The role is offered on a part-time employed or freelance basis (2 to 3 days per week). We envisage a full-time equivalent salary of around £30,000.

We are a small organisation and operate a flexible work environment. We are open to flexible hours and some home or remote working. We offer generous holiday entitlement - for full-time employees (pro rata'd for part-time) this is 20 days plus 8 bank holiday days. In addition, on a discretionary basis, we offer paid leave during the period between Christmas and New Year and in the summer months, when we are less busy, we also tend to work reduced hours – potentially, these add around 16 extra days holiday for full-time employees. Based on the rehearsal and performance schedule, the role requires some weekend and out of hours working, and some short periods away from Cardiff but this can be managed to suit the successful candidate.

For employees, we provide a defined contribution pension scheme with standard employer and employee contributions of 5%.

Key aspects of role

- Create overall marketing strategies and an updated marketing approach
- Create campaign plans for each aspect of the programme and liaise with venues to implement these, agreeing responsibilities
- Write copy for marketing materials, direct mail, press releases and other marketing assets
- Work with designers and photographers to produce leaflets, posters and e-marketing materials
- Pro-actively maintain our presence on social media channels and respond to relevant topics
- Edit audio and audio-visual materials for social media (training provided if required)
- Keep the website fresh by producing and commissioning content
- Produce concert programmes – these tend to be free programme sheets
- Develop relationships with other music and arts organisations and agree reciprocal marketing

- Create and distribute press releases and information for listings and features
- Maintain database of audience members and Friends and Patrons
- Manage marketing budgets for each project
- Process invoices and payments relating to marketing
- Monitor ticket sales and income for each venue and project and adjust activity accordingly
- Undertake research and data analysis as required
- Maintain statistical data for final attendance and income for each project / performance for later use for Board and Arts Council Wales purposes
- Attend rehearsals and performances and help with front-of-house presence as required

Characteristics

We welcome applications from anyone, irrespective of background. The ideal candidate will have some or all of these characteristics, skills or experience:

- Previous broad experience of arts marketing
- Interest in the arts, ideally classical music and some knowledge of classical music
- Excellent writing skills – for leaflet / brochure copy and for social media
- Attention to detail, especially proof reading
- A good eye for design
- Experience of managing social media channels and websites
- Ability to work to deadlines, sometimes under pressure
- Good organisational skills
- Good interpersonal skills – able to engage with people of different ages and backgrounds
- Welsh language skills would be a distinct advantage