

## **JOB DESCRIPTION**

### **MARKETING AND BOX OFFICE MANAGER AT THE NORTH WALL (MATERNITY COVER)**

**Reports to:** The North Wall General Manager

**Responsible to:** The North Wall Trustees

**Contract:** This is a temporary appointment to provide maternity cover and is expected to last for a period of 12 months. The appointment will be kept under review and the duration of the contract is dependent on the return to work of the usual post holder.

**Salary:** Pro rata of £27,000 per annum

**Contracted hours:** Full-time, working up to 40 hours per week.

#### **1. Role Purpose**

The Marketing and Box Office Manager leads on marketing activity and box office management for the organisation.

#### **2. Role Dimensions and Scope for Impact**

The Marketing and Box Office Manager has overall responsibility for three major areas within the North Wall:

- the marketing, PR and promotion of all incoming shows and exhibitions, all shows produced and co-produced by the North Wall and raising the general profile of the North Wall as a venue and arts organization, locally, regionally and nationally.
- the North Wall's box office and online ticketing system and controlling and managing the content and development of the North Wall's website.
- managing The North Wall's data protection and compliance with UK GDPR and data protection law, and upholding the North Wall privacy policy.

#### **3. Principal Accountabilities**

The Marketing and Box Office Manager reports to the General Manager and works closely with the FOH Manager. This role has line management responsibilities to the Box Office and Marketing Officer.

### **Core Responsibilities**

#### **Marketing**

- Collating and editing all copy and images for The North Wall's main season brochure, and liaising with designers and printers, so as to meet distribution deadlines.
- Planning and delivering independent marketing campaigns for each show visiting The North Wall

- Writing press releases and handling all press liaison regarding events at the North Wall, including upkeep of the press folder, and documenting all press coverage.
- Overseeing the distribution of all marketing materials, both electronic and hard copy.
- Creating artwork for campaigns using Adobe InDesign in accordance with NW branding Guidelines.
- Placing advertisements in strategically chosen publications, with due regard to budgetary limitations.
- Maintaining and developing the North Wall mailing list in accordance with GDPR.
- Compiling direct mail letters, e-shots and e-flyers to targeted groups as appropriate.
- Updating and daily content management of the North Wall website.
- Maintaining the North Wall's presence on social media and all online and printed platforms, both annually and seasonally.
- Co-ordinating upkeep and maintenance of all contact databases.
- Managing the Marketing budget, ensuring that expenditure remains at all times within the allocated annual budget.
- Regular liaison with Director to ensure that Events income targets are being met.

### **Producing**

- Collaborating with artistic directors, colleagues, and external designers to create and develop lead images, poster and flyer design of all publicity material for The North Wall's projects, in-house productions and co-productions.
- Arranging appropriate photo calls as needed.
- Devising and delivering marketing campaigns for each production.
- Where appropriate, liaison with external venues in order to meet marketing and print requirements.
- Managing all press and PR for the production(s), or working with external PR companies as needed
- Collation of all copy, biogs and images for programmes and freesheets, and ensuring their readiness for sale or distribution on performance nights.

### **Box Office Management**

- Overall responsibility for managing the box office system (Ticketsolve), creating events and putting them on sale, managing events sales reports for external companies, and managing ticket discounts and complimentary ticket allocations.
- Regular liaison with the Accounts Office to provide reporting and financial information.
- Regular liaison with General Manager in relation to invoice and budget queries, box office reconciliations and contracts.

### **Other Duties**

- The Marketing and Box Office Manager has line management responsibilities for the Box Office and Marketing Officer.
- Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be specifically identified. You may be therefore required to undertake other tasks and duties that commensurate with the grade and nature of the role and/or in the reasonable discretion of The North Wall.
- This job specification is current at the date shown. It will be reviewed from time by The North Wall Director to ensure that it remains current, and The North Wall reserves the right to make reasonable changes.

#### 4. Knowledge, Skills, Experience and Personal Attributes

##### *Qualifications*

Excellent spoken and written English	Essential
Marketing qualification	Desirable
Management training	Desirable

##### *Knowledge and understanding*

IT literacy, including experience of Microsoft Word and Excel	Essential
Working knowledge of Adobe InDesign	Desirable
Working knowledge of Wordpress	Desirable
Working knowledge of Ticketsolve	Desirable
A personal interest in the arts, and understanding of the ideals and goals of an arts organisation	Desirable
Knowledge of arts / cultural networks locally and nationally	Desirable

##### *Skills*

Ability to work well as part of a team, but also to use initiative and to work autonomously, as necessary	Essential
Ability to work and communicate with people of all ages	Essential
Ability to prioritise and manage changing workload and situations	Essential
Strong organisational skills	Essential
Strong communication and proof-reading skills	Essential

##### *Experience*

Experience developing and implementing marketing campaigns for a busy arts or cultural organisation	Essential
Experience of managing a box office CRM system	Essential
Experience of budget-holding	Essential
Experience managing social media accounts	Essential
Administrative experience	Essential

##### *Personal attributes*

Commitment to safeguarding children and young people	Essential
Commitment to continuous professional development	Essential
Willingness to commit to the School's aims and values	Essential
Commitment to equity, diversity and inclusion and understanding how this applies to the role	Essential
Enthusiasm, motivation, good humour and a positive, can-do attitude to the role and its task	Essential
Organised and methodical, with the ability to multi-task across several projects	Essential
Accuracy and an eye for detail	Essential
Willingness to undergo training on all aspects of the role	Essential
Willingness to learn and adapt to changing technologies	Essential

## **5. Confidentiality and Data Protection**

In the course of their employment, staff may have access to confidential information relating to pupils and their families, or to the general business of the School, and they are required to exercise due consideration in the way in which they use such information. A strict code of confidentiality must always be respected and followed. The School is registered as a Data Controller with the Information Commissioner's Office (ICO) for the purposes of UK General Data Protection Regulation (UK GDPR) and staff must not at any time use the personal data held by the School or disclose such data to a third party. Staff should not act in any way which might be prejudicial to the School's interests.

## **6. Child Protection at St Edward's**

St Edward's is committed to safeguarding and promoting the welfare of children and young people and we aim to create and maintain a safe environment for our pupils, where they feel respected and supported. We expect all staff to share this commitment and to become familiar with our policies and procedures for child protection and security. It is a requirement of the Children Act and Care Standards Regulations that all employees of the School must receive enhanced clearance from the Disclosure and Barring Service.

## **7. Health and Safety**

The School is obliged, so far as is reasonably practicable to provide safe and healthy conditions and safe systems of work for all employees which prevent risk to health, safety and welfare. You are required by health and safety legislation to take reasonable care for your own health and safety and for the health and safety of others. Employees must not intentionally or recklessly interfere with or misuse anything provided in the interests of health, safety, and welfare in pursuance of any of the statutory provisions.

## **8. Hours of Work**

The post-holder will be required to work 40 hours each week; this will typically during "office hours" but commitments may involve some unsocial working hours, especially during production periods. A flexible approach is therefore required. Hybrid-working between the office and working from home is possible. The School will not require the post-holder to work more than an average 40 hours each week, nor will the hours worked infringe their rights under Working Time regulations. Time off in lieu will be offered where the demands of the job allow.

## **9. Holiday**

Annual Holiday entitlement is 25 days per year, plus bank holidays. The holiday year runs from 1<sup>st</sup> September to 31<sup>st</sup> August and all holiday should be authorised by The North Wall General Manager.

## **10. Pensions**

The role is eligible for membership of the School's pension scheme for support staff. This is a defined contribution pension scheme offering the following three tiers:

	<b>Employee contribution rate (‘You’)</b>	<b>Employer contribution rate (St Edward's School)</b>
Tier 1	5%	8%
Tier 2	7%	10%
Tier 3	9%	12%

## 11. Probationary period

The appointment is subject to a probationary period of three months.

## 12. Organisation Chart

The North Wall Trust is a charity operating from The North Wall Arts Centre, reporting to a board of trustees. St Edward's School is the principal sponsor of The North Wall Arts Centre, and the parent company of The North Wall Trust.

