



JOB DESCRIPTION

**THE NORTH WALL MARKETING MANAGER
(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 10 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:** £21,600 per annum (pro-rata of FTE £27,000)
- Contracted hours:** Part-time, working 32 hours per week over 4 or 5 days. Hybrid-working between the office and working from home is possible.

1. Role Purpose

The Marketing Manager leads on marketing activity 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.
- Overseeing communications with bookers and managing and maintaining The North Wall's customer record database and mailing list.
- 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 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

- 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.
- 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 the 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, blogs and images for programmes and freesheets, and ensuring their readiness for sale or distribution on performance nights.

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

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

Knowledge and understanding

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| IT literacy, including experience of Microsoft Word and Excel | Essential |
| Working knowledge of Adobe InDesign | Desirable |
| Working knowledge of Wordpress | Desirable |

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| Working knowledge of box office CRM systems | 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

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| 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

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| Experience developing and implementing marketing campaigns for a busy arts or cultural organisation | Essential |
| Experience of budget-holding | Essential |
| Experience managing social media accounts | Essential |
| Experience liaising with the press | Essential |
| Administrative experience | Essential |

Personal attributes

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| 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 32 hours each week over 4 or 5 days (0.8% FTE of 40 hours); this will typically be during “office hours” but commitments may involve some unsocial working hours, especially during production periods. The exact working pattern will be agreed with the post-holder, depending on the needs of The North Wall. A flexible approach is therefore required. Hybrid-working between the office and working from home is possible.

9. Holiday

Annual Holiday entitlement inclusive of bank holidays will be 26.5 days (pro rata of FTE 33 days, inclusive of bank holidays). Should your working day fall on a bank holiday, no extra remuneration or time off in lieu will be applicable. The holiday year runs from 1st September to 31st 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:

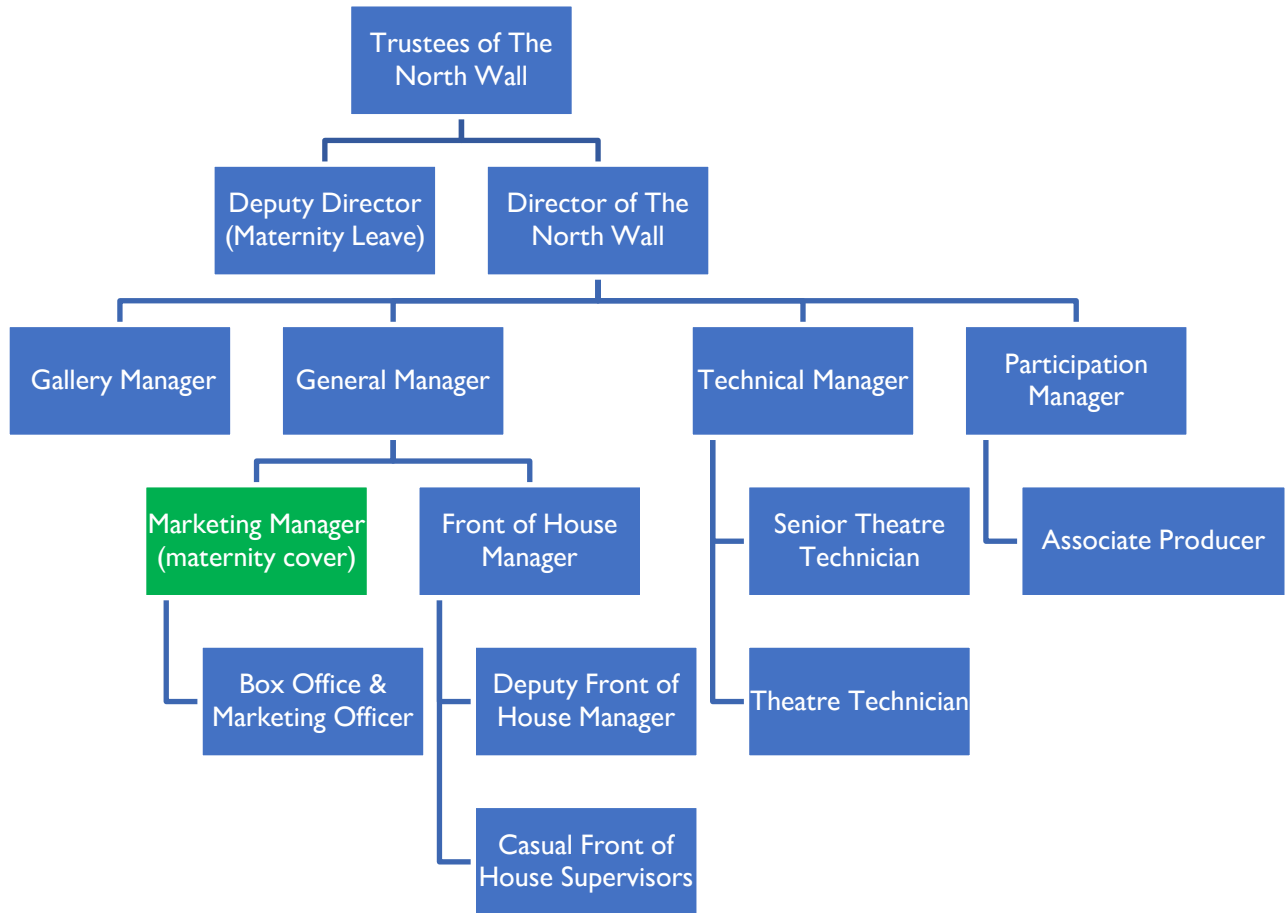
| | Employee contribution rate (‘You’) | Employer contribution rate (St Edward’s School) |
|--------|---|--|
| Tier 1 | 5% | 8% |
| Tier 2 | 7% | 10% |
| Tier 3 | 9% | 12% |

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.



13. About the Application Process

Those candidates whose applications we are pursuing will be contacted shortly after the closing date.

At this stage we will take up references unless the candidate explicitly asks us not to contact a referee at this stage.

If we receive a large number of high-quality applications, we may conduct preliminary online interviews in advance of a formal interview at the School. The formal interview will involve meetings with various colleagues, and we will seek to assess how well the candidate meets the requirements of the post and the candidate's suitability to work with children.

Candidates will be asked to bring with them to interview any certificates relating to qualifications mentioned on the application form and identity and proof of address documents. Any discrepancies or anomalies in the application form will be taken up at interview. As part of the verification process, a candidate's present and past employers may be contacted, whether their name is given as a referee or not.

If you would like further information about this post, please contact Director of the North Wall, Ria Parry, preferably by email: parryr@stedwardsoxford.org.

Application forms can be found on the School website: www.stedwardsoxford.org. Completed forms should be emailed to recruitment@stedwardsoxford.org or posted to Recruitment, St Edward's School, Woodstock Road, Oxford OX2 7NN.

Closing date for applications is Monday 12th February 2024.

We reserve the right to appoint at any stage during the application process.