



THE GARAGE
NORWICH



THE WORKSHOP
KING'S LYNN

Post Title:	Marketing and Sales Manager
Salary:	£24,000 to £30,000
Hours:	40 hours
Contract Type:	Full time, permanent
Location:	Norwich or King's Lynn
Reporting to:	Executive Director
Leave:	20 days + Bank Holidays
Responsible for:	Marketing officers (x2) Marketing Assistant (x2)

Purpose: To drive marketing and sales activity across The Garage Trust's two sites. Increasing trading revenue, box office and participant income in line with business plan targets. Support the development of our brand and communications reach. Help make our venues – the place for performing arts.

To express interest: To be considered for this position, please email your completed application form and a cover letter (no longer than one side of A4) detailing your interest in the post and how you feel you meet the specification to **Kirsty Reed** (kirsty.reed@thegarage.org.uk) by 5pm Wednesday 14 July 2021. CVs will not be accepted without a completed application form. Interviews will be held Wednesday 21 July 2021 at The Garage, Norwich.

We seek to employ the most skilled candidate for every job and treat all employees and job applicants equally throughout the selection process. All employees or potential employees will receive support if needed and adjustments made and will be considered based on their merits and suitability for the post measured against the job description and person specification

We encourage applications from all backgrounds and communities and are committed to supporting the diversification of the Creative Industries. We actively encourage applications from people who consider themselves to be part of minority groups. We are committed to equality and diversity within our workforce and all opportunities provided by The Garage Trust Limited.

Disabled people, those from Black, Asian and minority ethnic backgrounds, are under-represented in our workforce, so we particularly encourage applications from people in these groups.

A place where we can ALL be ourselves #EqualityatTheGarageTrust

The Garage Trust is committed to promoting a diverse and inclusive community - a place where we can all be ourselves and succeed on merit.

Please note, this post will be subject to Enhanced Disclosure and Barring Service check



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ABOUT THIS POST:

This role is responsible for all marketing activity across the trust, working with a team of four specific marketing team members and collaborating with colleagues across the two venues to develop and implement timely strategies, campaigns and activities that attract participants, audience members and learners. From income generation, customer development, and our social media output, this team member will lead a dedicated team to achieve.

RESPONSIBILITIES AND DUTIES:

- Maximising attendance and income by creating and implementing creative and effective marketing campaigns for classes, courses, and productions.
- To create an effective brand, marketing and sales strategies and provide insightful campaign analysis.
- To ensure that all communications materials are timely, impactful and accurate.

Marketing and Sales

- Plan and manage campaign budgets.
- Analyse and report on the success of campaign activity.
- Build and maintain successful relationships with artists, co-producers, associate companies and tour venues
- Oversee The Garage Trust's online presence, including website, digital and e-marketing and social media.
- Manage The Garage Trust's social media channels, including planning and scheduling organic posts and paid-for social advertising.
- Ensure effective marketing and audience analysis.
- Oversee the setup and scheduling of SEO, Google Display Network and Programmatic advertising campaigns, liaising with external agencies to book activity and ensure relevant tracking has been set up.
- Report on social media and website traffic and growth, and provide analysis of e-marketing campaign performance.
- Work with the external website development agency to oversee changes to the website and ensure excellent user experience and functionality.
- Oversee the production and installation of all Front of House displays and internal and external signage, liaising with the Executive Director
- Keep up to date with the latest developments in marketing and advertising and propose new initiatives to help reach new audiences

Audience and customer Development

- Execute and report on audience development initiatives, analysing data to provide insights into sales patterns and audience segments.
- Analyse booking data to ensure the most effective use of the database and direct marketing activity.



- Find new ways to grow The Garage Trust's database and audiences organically and through paid activity.
- Research and develop new audience segments as needed for each production.
- Develop a database of influencers relevant to each production.
- Plan and oversee reciprocal marketing activity with other organisations

Administration & General Duties:

- Ensure all tasks are delivered within pre-determined budgets
- Provide reports as required for the Evaluation Team, Executive Director & Board of Trustees
- Contribute to regular team meetings.
- Incorporate and comply with The Garage's Equal Opportunities Policy, Code of Conduct and Child Protection Policy into all areas of work.
- Ensure all data management and communications is compliant with GDPR and the UK Data Protection Act (2018)
- Undertake duties that relate to the smooth running of The Garage as requested from time to time.

PERSON SPECIFICATION

Essential	Desirable
<ul style="list-style-type: none"> • Able to devise and implement marketing strategies using the entire marketing mix • Strong knowledge of digital marketing • Data-driven and have a numerate approach with the ability to gather and present information, compile reports and make recommendations. • Must have experience in analysing data and using data to refine marketing and sales techniques. • Excellent interpersonal skills to build close working relationships with colleagues and external agencies and suppliers. • Strong experience in working with design and media agencies; briefing, providing constructive feedback, and getting the best out of them. • First-class project manager, able to set the necessary plans and framework in place, 	<ul style="list-style-type: none"> • Ideally five years plus, in marketing and sales functions • Good understanding of devising market-led ticketing strategies using online (including social) and offline ticketing platforms working with the internal box office team and external ticketing partners. • Minimum two years experience in managing a small team.



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<p>implement and see the project through completion on time and within budget.</p> <ul style="list-style-type: none"> Managing a team, agree task allocations, priorities and workload; provide advice to the team on problems encountered, and review individuals' performance— collaborative approach, able to get the best out of team members. 	
<ul style="list-style-type: none"> A creative thinker, strong at initiating new ideas and concepts. First-class communicator; strong written and oral communications. A flexible and energetic approach to work to achieve agreed deadlines within tight schedules. Ability to work quickly and professionally at busy times. A key team player with the aptitude to work on their own. Experience in budget monitoring and contributing to financial forecasting. Excellent computer literacy and a good working knowledge of Microsoft office systems, including word, excel, PowerPoint and publisher. Ability to analyse issues and identify a solution. Good working knowledge of WordPress website package. 	<ul style="list-style-type: none"> Knowledge of Illustrator package. Knowledge of Ticketsolve or other box office ticketing systems. Experience in the theatre, events or creative industries preferred.

The ideal candidate will be a highly organised, committed and enthusiastic individual, comfortable working with people who face a variety of challenges, flexible in their approach to tasks and have bags of initiative.



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Please note that the successful candidate will be required to undertake an enhanced Criminal Records Bureau check. An employment offer will only be made where a candidate is suitable to work with children and vulnerable adults, in line with The Garage Trust's Child Protection policy.

How to apply:

Download an application form from our Work with Us page on our website; this can be found under this role's post.

www.thegarage.org.uk or www.theworkshop.org.uk

Please send completed applications to:

Kirsty Reed,
The Garage,
14 Chapel Field North,
Norwich, Norfolk,
NR2 1NY

OR

E: kirsty.reed@thegarage.org.uk

Application deadline: 5pm Wednesday 14 July 2021

Interviews: Wednesday 21 July 2021