

## **Job Description**

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| <b>Title:</b>                  | Marketing Manager                                                                                                                                                                                   |
| <b>Line Managed by:</b>        | Head of Programming & Sector Development                                                                                                                                                            |
| <b>Overall responsibility:</b> | Overseeing the National Centre's marketing and promotional channels with audiences and participants across all programme areas, whilst maintaining of the organisation's brand and visual identity. |
| <b>Reports:</b>                | None                                                                                                                                                                                                |
| <b>Hours:</b>                  | 35 hours per week. Occasional evenings and weekends.                                                                                                                                                |
| <b>Salary:</b>                 | £30,000                                                                                                                                                                                             |
| <b>Holiday Entitlement:</b>    | 30 days paid holiday per annum, inclusive of eight Statutory Bank Holidays, increasing by one day for each year of service from 1st September up to a maximum of 35 days per annum.                 |

### **About National Centre for Circus Arts**

The National Centre for Circus Arts is a registered charity and an independent Higher Education provider registered with the Office for Students and is one of Europe's leading providers of circus arts training. For the past 30 years we have provided emerging and professional circus artists, directors and choreographers access to vital space and support to train, experiment and share ideas.

Our diverse range of work includes BA degree-level education in Circus Arts which is supported at either side by a structured training programme for under-18s and professional development opportunities for aspiring and established performers. Adults and young people can enjoy recreational classes and occasional performances. We also run highly regarded workshops, away days and team building events for the corporate community with high-profile corporate events and hires to further increase our revenue. Our national role increasingly sees us supporting and mentoring circus artists and organisations across the country as we seek to develop and mature our remarkable art form.

### **PURPOSE OF THE JOB**

Sitting within the Public Programming team, but providing support across the whole organisation, the Marketing Manager will be responsible for all communications with the National Centre's audiences and participants across all delivery areas. There will be a particular focus on ensuring that all the different needs of the organisation, both commercial

and programme related can co-exist and be promoted through both digital and more traditional channels.

The role will also contribute to the creation, commissioning and sourcing of video and photography to be used in digital campaigns.

## **MAIN RESPONSIBILITIES**

- Work with the Head of Programming & Sector Development to implement the Marketing strategy for the organisation.
- Ensure that all digital content (social media, video channels and website) is engaging, informative, up to date, and consistent in language and tone.
- Manage the website presence ensuring it remains up to date and conveys all relevant activity.
- Work with relevant programme managers to ensure that activity and campaigns across the organisation are scheduled and delivered.
- Field press and other PR opportunities.
- Commission external designers, photographers and videographers where needed for campaign collateral

## **Detail of responsibilities**

### **Marketing**

- Work with the Head of Programming & Sector Development to deliver the marketing strategy for all National Centre programmes, including the Higher Education programme, recreational classes, and our professional membership.
- Support the Commercial team to deliver the marketing strategy for Shoreditch Electric, the commercial arm of the National Centre.
- Develop and implement a calendar of communications and other marketing activities, consulting widely across the organisation and ensuring this sits alongside the organisation's priorities.
- Ensure that the visual identity is maintained, and use of the organisation's brand assets is clearly communicated to all stakeholders.
- Look for opportunities to widen our brand reach and visibility.

### **Digital Content**

- Oversee and develop the website presence, working with the external provider as and when needed.
- With the Data Manager, ensure the website is kept up to date, removing out-of-date references and content, and refreshing content on a regular basis. Work across all departments to ensure their webpages are delivering appropriate messages.
- Deliver the organisation's social media strategy and plan campaigns based on the organisation's requirements – managing and scheduling social media posts and interactions using third-party platforms.
- Be solely responsible for managing social media, dedicating time to understanding our audience and followers and adhering to the organisation's tone and voice.

- Lead on the use, development and analysis of paid-for digital marketing tools.
- Create and edit content suitable for social media channels, such as short videos and images, liaising with programme managers.
- Research new trends and opportunities for development of social media channels.

### **E-Communications**

- Using the DotDigital platform, support the dissemination of regular and one-off e-commutations with customers and users,
- Work with the Memberships & Systems Manager to ensure the termly e-campaigns for recreational sales are planned for and delivered effectively,
- Work with other programme managers to deliver their regular e-communication requirements,
- Develop the identity and style of e-communications to best represent the style guide of the wider organisation,
- Use analytics tools to improve reach and response.

### **Commissioning Content**

- Source photographers and videographers and commission suitable online content for use across a variety of digital platforms including website, various social media and video channels.
- Work with external designers to commission print and digital design collateral.
- Work with external agencies for project-based digital advertising campaigns.
- Manage the archive of digital assets.
- Ensure all content is appropriately managed in line with GDPR guidelines.

### **Other**

- Work with the Head of Programming & Sector Development on developing and monitoring the departmental budget.
- With the Head of Programming & Sector Development, assist with seeking PR and partnership opportunities to promote the work of the National Centre or its students and participants and oversee any ad hoc press events in house.
- Demonstrate a commitment to health & safety and its practical application in all areas of work and encourage a culture of responsibility for H&S throughout the organisation.
- Promote a commitment to the National Centre's Equal Opportunities & Diversity policy, Disability & reasonable Adjustments commitment and Code of Conduct, along with all other policies that contribute to the operating values and ethos of the organisation as determined in its mission statement.

Such other duties (commensurate with the role) that may from time to time be reasonably required.

### **PERSON SPECIFICATION**

- Minimum one year's experience delivering or supporting marketing and communications strategies, ideally in the arts, heritage, or higher education sectors.
- Strong written, verbal, and interpersonal communication skills, with a high degree of accuracy and attention to detail.

- Confident using content management systems (e.g., WordPress), customer relationship management systems (e.g., Spektrix), and social media platforms (Meta, YouTube, TikTok).
- Previous experience managing website content and using digital or web-based marketing tools (including paid-for campaigns).
- Skilled in analysing user data and trends to shape effective marketing campaigns.
- Demonstrated ability to manage time, prioritise tasks, and meet deadlines in a busy environment.
- Experienced in working collaboratively across departments and with third-party suppliers.
- Creative, inquisitive, and proactive in exploring new marketing ideas and digital trends.
- Customer-focused, with a flexible approach to working hours.
- Genuine interest in the performing arts or higher education, with a desire to learn and grow within a team.