



## Job Description

### Marketing Manager, The Stoller Hall

**Starting salary:** £26,767 per annum – scale point 25. Full time position, 35 hours per week.

**Permanent contract:** Subject to probationary period and annual performance review.

**Responsible to:** General Manager of The Stoller Hall

**Responsible for:** Box Office Supervisor

**Hours of work:** 35 hours a week with occasional evenings and weekends

**Holiday allowance:** 20 days per year plus bank holidays

#### CONTEXT:

On 21 April 2017, The Stoller Hall opened its doors for its first public concert. This £8.7m concert hall, built within Chetham's School of Music in the centre of Manchester, boasts a 482-seat auditorium with a state-of-the-art acoustic perfect for a variety of artists and ensembles across many genres; for chamber orchestras, choirs, chamber music and recitals plus an adventurous programme of jazz, folk, pop, comedy and spoken word as well a range of conferences and events.

#### PURPOSE:

The Marketing Manager will work closely with the General Manager and School Communications team to plan and deliver the public facing events delivered in The Stoller Hall and other Chetham's School and Library venues. This role is a key part of The Stoller Hall leadership team and will be closely involved in strategic decision making for the organisation, supporting the organisational strategy through the audience development and marketing plans.

This role is primarily based in The Stoller Hall, but will also support other areas of the organisation, including School and Library events, conferencing activity etc. The post holder will become the internal expert on building audiences across the site's varied programme.

The post holder will manage the marketing budgets, making decisions on spending allocations and prioritisation, evaluating the effectiveness of marketing campaigns

and reporting on performance. The post holder will also manage the Box Office function for the whole organisation.

### **KEY RESPONSIBILITIES:**

The Marketing Manager will:

1. Take ownership of and lead the Audience Development Plan and how that ties into the organisational strategy of The Stoller Hall, Chetham's School of Music and Chetham's Library, including identifying target audiences and audience development strategies;
2. Reinforce the position of The Stoller Hall as a leading national and international venue in the heart of Manchester, and strengthen The Stoller Hall brand;
3. Monitor the marketing strategy of other organisations and work in partnership with them to continually learn and develop marketing performance;
4. Develop a Marketing Plan to achieve the Audience Development Plan and support The Stoller Hall in achieving its artistic, audience development and financial objectives;
5. Manage the day to day running of marketing, the budgets, resources and campaigns;
6. Closely monitor ticket sales to maximise income across all events;
7. Utilise and balance marketing across all channels, including social media, print and electronic;
8. Liaise with promoters, visiting artists, clients etc in the preparation of their performances to collate high quality marketing collateral and promotional materials in line with the organisation's brand;
9. Analyse and evaluate marketing performance, interpreting findings to continually improve;
10. Have oversight of the website, working closely with the external communications team to optimise web performance;
11. Manage the box office system (Spektrix) and box office staff to ensure optimal use of the system across all areas of the organisation;
12. Proactively liaise with the external PR agency;
13. Prepare, manage and monitor marketing budgets;
14. Be supported by the external communications team, production and distribution of the "What's On" guide(s) – including liaison with the in-house designer;
15. Support all members of The Stoller Hall, Chetham's School of Music and Chetham's Library teams in the delivery of events as required;
16. Perform any other duties as required.

### **GENERAL RESPONSIBILITIES**

The Marketing Manager will:

1. Promote Chetham's in a positive and professional manner at all times;
2. Display a flexible "can do" approach which will enhance Chetham's wider reputation;
3. Operate in accordance with Chetham's policies and procedures including, in particular, Chetham's Child Protection and Safeguarding Children Policy Statements (see separate document);
4. Undertake any training necessary to meet the requirements of the post;
5. Adopt a flexible approach to working hours as required by the business;
6. Undertake any other duties, relevant to the post holder's skills, which may, from time to time be deemed necessary;
7. Be open to new ideas, understand the need for change and be willing to adapt;

8. Be aware of the issues of equality and diversity, understand and be sensitive to cultural differences;
9. Be responsible for his/her personal presentation, health and physical fitness;
10. Maintain a high level of attendance;
11. Take all possible steps to ensure a safe working environment for self and others.

### **Essential**

1. Educated to degree level or equivalent (exceptions may be made for considerable relevant experience);
2. Not less than 3 years' experience working in marketing in an arts venue, concert hall, festival or similar;
3. Good working knowledge of live music across multiple genres;
4. Experience of developing and managing budgets;
5. Experience of working with ticketing systems, ideally Spektrix;
6. Experience of planning, delivering and monitoring both print and digital marketing campaigns;
7. Sound knowledge and experience of marketing principles, strategies and approaches;
8. Strategic thinker with the ability to advise and influence at all organisational levels;
9. Meticulous attention to detail;
10. Analytical thinker, with the ability to analyse and interpret marketing and box office data, website and social media analytics, and equivalents;
11. Strong interpersonal and communication skills including the ability to work successfully alongside professional musicians (including leading musicians from the national and international circuits), all levels of the School's staff team and his/her own team alike;
12. Total commitment to quality in every aspect of the role;
13. Awareness of current trends in arts organisations, marketing and ticketing;
14. Highly organised and motivated, a real team player – work collaboratively with colleagues across organisation and with key external players;
15. Willingness and ability to work unsocial/weekend hours as required;
16. High level of computer literacy.

### **Desirable**

17. Knowledge of classical music repertoire as well as other musical genres;
18. Knowledge of Spektrix and Artifax software;
19. Knowledge or experience of working with grant giving organisations such as Arts Council England;

## **CHILD PROTECTION AND SAFEGUARDING CHILDREN**

As a post holder I recognise my responsibility to promote and safeguard the welfare of children and young people for whom I am responsible, or with whom I come into contact. I will adhere to and ensure compliance with Chetham's Child Protection and Safeguarding Policy and related documents (available at [www.chethams.com](http://www.chethams.com)) at all times. If, in the course of carrying out the duties of the post, I become aware of any actual or potential risks to the safety or welfare of students at Chetham's, I have a duty to follow the reporting routes and to report any concerns to the Designated Safeguarding Lead or to the Head.

Our Policy and Procedure is in line with national directives and must be adhered to by all staff. Chetham's is committed to the development of good practice and sound procedures. We will always endeavour to fulfil our duty to challenge or

intervene in order to protect all students at Chetham's. Concerns and referrals will be handled in a sensitive and professional manner which will support the needs of students and staff. Chetham's recognises the contribution it can make to protect and support students.

I agree that I have read and understood the attached job description.

Employee's name.....

Employee's signature.....

Date.....