Role: Marketing Manager
Reports to Director of Operations and Legacy
Salary: £35,000 - £42,000 per annum dependent on experience

In July 2020, we announced that Coventry's City of Culture programme will start in May 2021 and run for 12 months, allowing us to keep our promise to the city and region - to deliver an extraordinary year while providing some much-needed certainty and resources to our artists and communities.

Our Marketing Managers will be pivotal in attracting a diverse range of audiences locally, nationally and internationally to experience our events programme and ensure that Coventry is considered a must-visit tourist destination.

This is your opportunity to be part of telling the story of a city on the move.

Context

Coventry City of Culture Trust was set up in 2015 to bid to be UK City of Culture in 2021. Now that we have been successful in securing the prestigious title, we are recruiting the team ready to deliver an ambitious UK City of Culture year in 2021/22 and legacy.

We are a diverse, modern city which is re-imagining the role culture can play in bringing people together. Coventry is a city of welcome, a city of activists and pioneers, a city of peace and reconciliation, a city of innovation and invention, a City of Culture.

The Trust is committed to:

• Welcoming 2.5m additional visitors to Coventry in 2021/22
• 80% of the city’s residents experiencing at least three events in 2021/22
• Increasing audience attendance from under-represented communities by 20%
• Activating more than 16,000 City Hosts and participants
• Making long-lasting, tangible social change in Coventry
• Transforming who holds the power to create and curate in the city
• Starting a wave of cultural investment across the region

Job Description

We are looking to appoint two Marketing Managers with proven experience of promoting shows and cultural events to a diverse range of audiences.

The postholders will work as part of the Marketing and Communications team with responsibility for developing and delivering strategies and campaigns to maximise audiences and revenue for the 2021 events programme.

The Role

• To develop and deploy multi-platform creative marketing campaigns to deliver the ambitious audience, visitor and commercial targets

• To hold responsibility for all elements of marketing events including writing copy, sourcing and approving images, ensuring appropriate crediting, and working with the Communications team to create engaging digital content
• To work with our Loyalty Partner TRG Arts, to help create and cultivate loyalty in our audiences and ensure a legacy in increased arts attendance and participation in Coventry beyond 2021.

• To line manage, and provide professional development support to, colleagues in the marketing team.

• To ensure relevant event information is uploaded to the City of Culture website event pages.

• To work with the Head of Ticketing to maximise income across paid for events and develop marketing activity according to trends.

• To ensure that our brand guidelines are always followed both within our own activity and the activity of our partners.

• To lead on tracking the effectiveness of campaigns, reporting to the Senior Management Team as required.

• Actively engage with the organisation’s vision and policies regarding equal opportunities and diversity, artistic ambition, participation and engagement, health and safety, evaluation and monitoring.

• To be aware of, and undertake to comply with the Trust’s GDPR, Health and Safety and Diversity and Equality Policies.

**Personal Specification**

• Proven experience of marketing cultural or high-profile visitor experience events and/or marketing a destination.

• Experience of audience development and creating campaigns that resonate with a diverse range of audiences.

• Excellent copywriter with experience of adapting messages for different audiences.

• Experience of using data to inform marketing campaigns and audience development strategies.

• An effective communicator, able to build and maintain relationships with colleagues, agencies and partners.

• Experience of managing budgets of scale.

• Excellent organisational and time-management skills and ability to prioritise a diverse workload.

• A personal and professional interest in Arts, Culture and Heritage.

• Attributes of diplomacy, confidentiality, trust and respect for colleagues and partners.

**General**

We aim to reflect all the city’s communities in our workforce and as such candidates from currently under-represented groups, including those with disabilities, are especially encouraged to apply.

Training and talent development within the Trust team and within the wider sector is central to our approach. All postholders are expected to participate in training and development activity and to contribute time and expertise to supporting our training programmes on site and occasionally off site.

This list of responsibilities is not exhaustive and team members will be required to perform duties outside of this as operationally required.
Process

Please submit up to a 2-page letter plus an up to date CV addressing your interest and suitability for the post with reference to the personal specifications.

Coventry City of Culture Trust is committed to equal opportunities and will treat all applications fairly based on written submissions, please complete the anonymous equal opportunities google form available at www.coventry2021.co.uk/jobs.

Applications should be sent in PDF format to recruitment@coventry2021.co.uk

Timetable

Advertised Monday 13 July 2020

Applications Close Friday 31 July 2020, noon

Interview* Date Friday 7 August 2020

Salary – £35,000 - £42,000 dependent on experience

*Following government guidelines, interviews will be held via video conferencing software.

Terms and Conditions

- This is a fixed term post until August 2022
- The post is working 39 hours (excluding 30 minute/1-hour lunch) per week Monday – Friday at hours to be agreed between 9am and 6pm with frequent evening work to see shows and events. Flexible working may be agreed
- The salary is paid monthly in arrears
- If asked to work additional hours at the weekend, Time Off in Lieu will be given if approved in advance with the Line Manager
- Pension auto-enrolment is applicable and employer contributions are currently 5%. The Trust’s appointed pension provider is NEST. Further details are available
- Holiday 33 days per annum including public holidays. Holiday must be taken at a time to suit all colleagues
- Main place of work is the Trust’s Office with frequent attendance at meetings offsite. However, given current government guidelines all Trust employees are currently homeworking with some flexible working anticipated going forward. The successful candidate will be supported through this process via a robust remote onboarding strategy.
- There is a probation period of three months during which time the notice period is one week; on confirmation of appointment the notice period is three months
- On appointment the successful candidate must be able to provide the correct documents as proof of their right to work in the UK

For more information about the Coventry 10-year Cultural Strategy visit www.covculture.com and for more information about Coventry UK City of Culture 2021 visit www.coventry2021.co.uk