

JOB DESCRIPTION

General Information

Job Title	Marketing Manager - Culture	Reporting To	Director of Marketing
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General Purpose

The Marketing Manager will work closely with the Director of Marketing and the Services team to create an effective Marketing plan to support the services key priorities. The ultimate aim to raise the profile and maximise customer growth and therefore income for Vivacity across the Vivacity Culture, Arts and Heritage service.

The Marketing Manager will be responsible for the creation and delivery of coordinated campaigns involving all aspects of Marketing mix and working collaboratively in advance to plan effective communications to reach the diverse audience types in this sector and establish the best channels to use with data and analysis to prove effectiveness.

Measurement and reporting on all activity is a core requirement of this role. Data and evidence based comms planning and analysis will be required for the service working closely with the brand and comms manager to align all activity with the macro requirements of the brand.

Responsible for any Financials or Direct Reports

- To secure quotations for services, raise purchase orders, track designated marketing spend and manage the production of budget forecasts in relation to Arts, Heritage and Culture and its annual Marketing campaign budget
- Direct line management of the Marketing Assistant for Culture and direction to the Marketing Assistant responsible for raising awareness of Vivacity's charitable objectives
- To collaboratively work with the rest of the Marketing team as and when engaged in the delivery of services

Key Deliverables

- To create and lead on delivery of the Services Marketing plan
Lead liaison and stakeholder management of Service owners and management of their product requirements
- Proactively present idea led Marketing ideas that continue to improve month on month, year on year
- Work in collaboration with the Service owners and other Marketing team members to reach all relevant audiences with the activity, creating efficiencies and ROI
- To create compelling campaigns with clear messaging hierarchy, in line with the brand framework, that is effectively tracked and measured
- To manage the design and implementation process via effective delegation and management of the Marketing Assistants
- Responsible for understanding the financial ROI of the services to ensure optimum Marketing spend is invested with ROI measured at all times
- To prepare customer and competitor reviews of the services to better inform the Marketing working closely with the customer insight and data officer
- To stay up to date with new Marketing channels available and champion trial and measurement using data and evidence to make informed recommendations
- Be an all rounder in your skill set and develop where necessary to ensure PR, CRM and Digital sits at the heart of all customer driven plans created
- Network across the business to build own knowledge and awareness of how best to deliver the right Marketing for the Service
- General administration duties relevant to the job purpose
- Continued liaison with the Brand and Comms Manager to align all activity to the brand framework and guidelines

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including agreement and support for the regular communication with staff, so that they are aware of current and upcoming marketing activity and ensure that any issues/opportunities from interaction with customers are understood and acted upon for current and future campaigns

- Champion the service and the brand including cross promotion opportunities within all comms planning and delivery
- Maintains a motivated team by orientating and training team members developing their personal growth opportunities
- Effective planning, monitoring and appraising of job results through coaching and development
- Establishes strategic goals for the Services using relevant organisation ,service and operation information
- Identify and evaluation of trends to better inform planning and development of the Service Marketing activity

Requirements - Experience

- Candidates should ideally have an appropriate degree incorporating a marketing element or a sound “A” level education (or equivalent) with 4-5 years’ experience in a busy marketing or communications environment.
- Management experience of leading and inspiring a team
- People management to effectively delegate and encourage over delivery from team members
- Ability to apply an ROI measure to the output of the teams time
- Experience and demonstrable success of:
 - Updating websites using a CMS system
 - E-mail campaign management tool(s)
 - Integrated campaign execution using various channels
- Ability to use Google Analytics, generate reporting and develop insight for campaign improvement
- Proficient use of Microsoft Office
- Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; benchmarking state-of-the-art practices; participating in professional societies.
- Ideally demonstrates skills including Performance Management, Project Management, Coaching, Supervision, Quality Management, Results Driven, Developing Budgets, Developing Standards, Foster Teamwork, Handles Pressure, Giving Feedback
- Interest in culture would be an advantage, although not essential

Requirements – Qualifications

Graduate Calibre or A level education with equivalent experience (i.e. 4-5 years practical experience in Marketing)

Requirements – Personal Characteristics

The ideal candidate will :

- Be a self-starter, able to work on their own initiative.
- Be analytical and understand Marketing ROI
- Have outstanding verbal and written communication skills
- Be well organised, able to prioritise workload and manage multiple demands on their time
- Demonstrate excellent interpersonal and communications skills with internal and external stakeholders
- Be able to work across a range of marketing channels
- Demonstrate a mature understanding of basic marketing principles and possess a flair for writing engaging copy relevant to the target audience.

Other Points

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Peterborough
Culture and Leisure

Since its formation in 2010 Vivacity has seen unprecedented growth in the quality and range of its offer which has led to more people enjoying our services, spending more money and engaging in our brand. Vivacity is a not for profit organisation and we pride ourselves on the reinvestment we do to enrich people's lives through inspiration. With particular focus on Culture and Healthy Living. Much of this success has been driven by continuous investment in our marketing activity, facilities, services and people. We work in a competitive environment whereby customers have a choice about how they spend their leisure time and ££'s. To remain a local market leader we place great emphasis on our marketing activity and this role will be pivotal in supporting us to achieve our desired business outcomes. The post holder will be an integral part of a supportive and enthusiastic team who set themselves high standards, enjoy success and continuously learn from their experiences.