Dec 2024

Dear Applicant

Thank you for your enquiry regarding the vacancy of **Marketing Manager: Curve Venue**.

I am pleased to enclose an application pack (9 pages) consisting of the following:

* Job Description and Person Specification
* Application Form
* Equal Opportunities Monitoring Form

Please ensure that you read all information thoroughly before applying. Application should only be made on the enclosed application form (attaching continuation sheets where necessary), answering each section fully. No CVs should be submitted. Applications are to be emailed to [admin@nordenfarm.org](mailto:admin@nordenfarm.org)

I look forward to receiving your application and thank you for your interest in the position.

Sincerely

A close-up of a signature

Description automatically generated

Jane Corry

Chief Executive & Artistic Director

**StoryDen Ltd.**

# The Curve Venue

## Marketing Manager: Job Description

Post Title: Marketing Manager

Length of Contract: 1 year

Hours: Part time (4 days a week: normally 9.30am – 6pm)

* Tuesday 9.30am – 6pm
* Wednesday 9.30am – 6pm
* Thursday 9.30am – 6pm
* Friday 9.30am – 6pm

When there are live shows at Curve Venue \*(generally Fri / Sat) the schedule changes to

* Wednesday 9.30am – 6pm
* Thursday 9.30am – 6pm
* Friday 2.30pm – 10.30pm
* Saturday 2.30pm – 10.30pm

Base: Norden Farm Centre for the Arts, Maidenhead & Curve Venue, Slough

Salary: £31,200 per annum pro rata (£24,960)

Reporting to: Artistic Director / Marketing Manager Norden Farm

|  |
| --- |
| **Job Summary** |

This 1 year position (with potential for an additional year) is to market activity at Curve Venue in Slough, working 4 days a week.

The successful candidate will have experience in marketing, a passion for developing the arts in Slough and a demonstrable connectivity with the town and local networks.

The Marketing Manager is responsible for the development, management and implementation of all sales, communications and marketing activity for Curve Venue, Slough; a performance space inside a library and museum building in Slough.

The Marketing Manager will work in all areas of sales and marketing communications.

They will work alongside and be overseen by the marketing team at Norden Farm drawing on the models and ways of working there as a starting point to create effective and innovative marketing strategies to develop audiences for events at The Curve Venue as well as raising the profile of the venue itself.

The programme includes:

* A monthly programme of comedy and family shows curated by Norden Farm
* A programme of work curated by a community programming group
* A programme of work created by local artists
* A run of family Christmas shows (1 week)
* A volunteers programme

You will be supported by a Marketing and Box Office Assistant and will have additional support from the Front of House team and volunteers. Line management comes from the NPO Lead and the Chief Executive. The governance of this project comes from The Curve Venue Oversight Board and the Norden Farm Centre Trust Finance Committee, a sub committee of the Norden Farm

|  |
| --- |
| **Key Responsibilities** |

* Create audience development plan to identify and target audiences for the venue
* Develop and implement marketing plans for the successful promotion of programme of work
* Plan and deliver marketing and publicity campaigns for individual programmes of work including digital & print advertising + physical print in consultation with the marketing department at Norden Farm
* Set up and deliver social media channels for the venue
* Update the website
* Ensure effective sales and marketing results in achievement of ticket and other income targets
* Maximise positive press relations and positive press coverage together with online engagement
* Survey audiences in relation to Illuminate the Arts Council platform
* Manage the marketing assistant role and volunteers

|  |
| --- |
| **Detailed Job Description** |

1. Creating and maintaining an ongoing marketing strategy for Norden Farm in consultation with the Chief Executive and the Norden Farm marketing team
2. Developing and implementing detailed marketing plans for specific projects and programmes of work, including the volunteers programme and artist’s advisory panel
3. Provide information for Arts Council England as required as part of the NPO agreement
4. Plan, execute, and optimise paid digital advertising campaigns across platforms such as Google Ads and social media ads. Monitor budget allocation, keyword strategies and ad copy
5. Developing and implementing specific audience development projects as required by the artistic programme
6. Regularly analyse marketing campaign performance using various analytics tools
7. To seek out and develop new opportunities for reciprocal marketing partnerships with local businesses, groups and societies
8. Organising direct marketing campaigns, running database lists and also sourcing external mailing lists and writing creative sales copy for such campaigns.
9. Proactively maintaining and developing effective press and broadcast media contacts, writing/issuing press releases and acting as main point of contact for local, regional and national press
10. Management and co-ordination of all printed material and its distribution, including season brochures, film brochures, print etc.
11. Management and co-ordination of all advertising
12. Ensuring efficient and effective maintenance and development of the venue’s website, including uploading information
13. Developing and maintaining a social media strategy
14. Managing the venue’s marketing budget, ensuring maximum impact for minimum spend
15. Putting up posters and distributing print in Slough
16. Meeting and networking with community groups in Slough to build awareness of the venue and raise profile
17. Work with the Box Office Assistant to ensure an accurate two-way information flow, clear communication of sales and marketing activity and implement proactive measures to ensure sales targets are achieved, including the setting of box office targets
18. In conjunction with the Norden Farm Chief Executive, establishing pricing policies and liasing with visiting artists and companies, both professional and amateur
19. Carry out their duties with due regard to the Norden Farm Centre Trust Equal Opportunities Policy and Health & Safety Policy
20. Any other duties as may be required as part of the Marketing Manager function

## Person Specification

**Essential**

Candidates must be able to demonstrate:

* At least 2 years’ experience in a marketing environment
* Good connectivity and understanding of a range of Slough communities and how to reach them
* Strong understanding of digital marketing concepts, including SEO, SEM, social media, email marketing, and content marketing
* Excellent analytical skills to interpret data, identify trends, and make data-driven decisions
* Creative mindset with the ability to develop innovative and effective marketing strategies
* Good digital marketing experience including websites and social media
* Excellent verbal/written communication skills, including copywriting (particularly press releases, direct mail and other promotional copy) and personal presentation skills
* Good organisational skills and ability to prioritise and meet deadlines
* A high level of computer literacy
* Experience of working with and analysing customer databases for marketing purposes
* Experience of media relations
* Experience of writing and disseminating press releases
* Experience of proof-reading and print production together with commissioning of design work
* Management experience of paid/voluntary staff
* Excellent writing skills together with ability to convey the organisation’s personality through text
* A genuine passion for the arts
* A team player with a can-do attitude
* Enthusiasm and drive to improve skills and experience

**Desirable**

* Experience of budget management
* Experience of using Spektrix or similar arts marketing software
* Knowledge of current arts scene, particularly small-scale work
* Full driving licence and own means of transport

Application Form

**CONFIDENTIAL**

***Please read the job description and supporting information before completing this form.***

Please complete this form, ensuring you fill in all appropriate sections as fully as possible. Forms may be completed electronically or by hand in black ink. CVs should NOT be included with applications. There are 5 pages plus an Equal Opportunities Monitoring Form.

Completed application forms may be submitted by email to admin@nordenfarm.org or by post to: Norden Farm Centre for the Arts, Altwood Road, Maidenhead, SL6 4PF.

If you have a disability or any other special need that means you are unable to complete this form or any other part of the process, please contact us to make alternative arrangements.

We will keep your application form on file for 3 months after the date of receipt.

|  |  |
| --- | --- |
| **Application for the post of:** |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Personal Details | | | | |
| Last Name |  | | | |
| First Names |  | | | |
| Home Address |  | | | |
|  |  | | | |
|  |  | | Postcode |  |
| Telephone | Home |  | Work |  |
|  | Mobile |  |  | |
| Email address |  | | | |
| May we contact you at work? |  | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Education and Training | | | | |
| **Secondary Education** | | | | |
| From | To | School(s) | | Examinations passed/Grades |
|  |  |  | |  |
|  |  |  | |  |
|  |  |  | |  |
| **Higher and Further Education (University/College/Apprenticeships etc)** | | | | |
| From | To | Place of Education | | Qualifications obtained |
|  |  |  | |  |
|  |  |  | |  |
|  |  |  | |  |
| **Short and Part-time Courses** (including relevant in-house training) | | | | |
| Dates | | | Details | |
|  | | |  | |
|  | | |  | |
|  | | |  | |
|  | | |  | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Previous Employment | | | | |
| Date from | Date to | Name, location and nature of employer’s business | Position held | Reason for leaving |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| Supporting Information | | | | |
| Please use this space to tell us why you have applied for this position and what you will bring to the post. Reference the Job Description. Describe how the skills and experience you possess would enable you to fulfil the role as described in the job description and any other information that supports your application. Use a continuation sheet if necessary. | | | | |

|  |  |
| --- | --- |
|  | |
| Further Information | |
| Do you hold a current and full (not provisional) EU driver’s licence? |  |
| Do you require a work permit to work in the United Kingdom? |  |
| Please state how many days you have been absent from work/college due to illness during the last two years, providing details for any extended absence if you wish.\* |  |
| *Under the Rehabilitation of Offenders Act 1974, candidates are not usually required to give details of spent offences* |  |
| Have you ever been convicted, cautioned, bound over or have a conviction pending in respect of any criminal offence which is not considered spent? \* |  |
| *\* Please use an additional sheet if necessary* |  |

|  |  |  |
| --- | --- | --- |
| References | | |
| Please give the names and addresses of two people, not relatives, one of who should be your current employer (or last employer) from whom confidential references may be obtained. It is Curve Venue’s policy to contact referees before an offer of employment is made. Please indicate if you would prefer this NOT to happen. | | |
| Name | Position | Address/Telephone Number/Email |
|  |  |  |
|  |  |  |

|  |  |
| --- | --- |
| Declaration | |
| I declare that the information on this application is, to the best of my knowledge, true and complete. | |
| Signed: | Dated: |