

CANDIDATE BRIEF

HEAD OF MARKETING & COMMUNICATIONS

THE ROLE

The Head of Marketing & Communications is a critical member of the St George's Senior Management Team, responsible for evolving the organisation's unique brand identity, developing innovative marketing and communications campaigns to ensure St George's continues to achieve its audience development targets and maximises revenue across all income streams. This is a multifaceted and dynamic role which plays a crucial part in our mission to create a rich, diverse and sustainable programme of the world's finest musicians and thinkers.

The Head of Marketing & Communications is one of six senior managers who, together with the Chief Executive, constitute the leadership team of St George's Bristol. This role requires the ability to work strategically while directly ensuring consistent and high quality delivery of content across multiple communications channels, to achieve the organisation's commercial and charitable objectives.

St George's Bristol presents over 300 events each year, the majority of which have a sales target of at least 70% of capacity. Over 80% of those tickets are now sold online. A key part of this role will be to augment digital sales through opportunities created by recent investment in brand development and a new optimised website.

KEY RESPONSIBILITIES

- Primary responsibility is to develop, deliver and evaluate marketing strategies to achieve a ticket sales target of c. £400,000 per year, and to support the achievement of wider commercial income and fundraising targets.
- Lead marketing, communications and box office functions to achieve the highest standards in customer care and engagement.

- Work closely with the box office manager to ensure fully optimised, connected and productive working across box office, marketing, and comms functions.
- Protect and develop St George's brand identity by ensuring organisational voice is consistent and strengthened across all externally facing platforms and through coherent cross-team working.
- Devise and embed clear and robust strategies for audience development based on research, audience and market insights, and stakeholder expectations.
- Drive the organisation's digital presence from a communications perspective, ensuring quality, clarity of voice, and reputation in digital contexts.
- Collaborate closely with SMT colleagues to support the successful delivery of commercial, fundraising, and artistic initiatives and programmes.
- Produce, commission and edit multimedia content for a variety of channels and audiences, employing creative approaches and performance marketing tools to support engagement.
- Manage data capture systems and analysis; lead and contribute to reporting and compliance requirements from a range of internal and external stakeholders including statutory funders.
- Develop relationships with media and manage contracted expertise, to drive the organisation's profile in local and national media, and online.
- Develop professional relationships locally, regionally and nationally to ensure St George's is active and represented in relevant marketing and communications networks.
- Line manage personnel within marketing and communications, and box office teams, and oversee effective stewardship of additional personnel including interns and volunteers.
- Carry out other relevant duties at the discretion of the Chief Executive.

EXPERIENCE

- Strong commercial experience in a cultural context or comparable sector and a proven track record of instigating campaigns to achieve required results in box office and other sales;
- At least five years' experience of a marketing, communications or comparable role at a senior level within a professional, ideally cultural or audience-focused context;
- Experience in developing creative strategies, leading delivery and assessing success across multiple communications channels;
- Experience of a range of CRMs and data management systems, including Spektrix or a closely comparable product;
- Experience and / or understanding of diversity and inclusion policy and practice.

SKILLS & KNOWLEDGE

- Excellent communicator with the ability to influence and engage internal and external stakeholders;
- Confident and pragmatic manager who is effective in supporting, developing and inspiring a team;
- Demonstrable understanding of markets, audiences and their behaviours;
- Demonstrable understanding of the importance of customer intelligence in shaping effective marketing;
- Strong organisational and budgetary skills - competent in financial analysis, forecasting, budget management, compliance and reporting.

PERSONAL ATTRIBUTES

- Focused and results-driven;
- Knowledge of and enthusiasm for the role of culture in developing communities;

- Collaborative and approachable with strong leadership ability;
- Self-motivated, entrepreneurial and creative, with the ability to influence a variety of stakeholders;
- Strategic thinker with ability to see 'the big picture' whilst ensuring consistent, high quality delivery.

CONDITIONS AND BENEFITS

CONTRACT: Permanent, full-time, with the option to explore flexible working

SALARY: £40,000 pa.

LOCATION: St George's Bristol, Bristol, BS1 5RR

RESPONSIBLE TO: Chief Executive

RESPONSIBLE FOR: Senior Marketing Manager; Box Office Manager

WORKING HOURS: Standard office hours are 9am-5.30pm Monday-Friday. The postholder will be expected to fulfil the hours required to do the job, including some evening and weekend work.

HOLIDAY: 25 days per annum plus all public holidays.

PENSION: A Stakeholder Pension Scheme of up to 5% contribution applies after a qualifying period.

OTHER BENEFITS: Complimentary and discounted concert tickets, catering discounts.

ST GEORGE'S BRISTOL

St George's Bristol is one of the UK's leading concert halls, celebrated for the quality, range and imagination of its artistic programme. The celebrated acoustic and intimate atmosphere of the hall is a major draw for the world's greatest musicians and recording companies.

We welcome over 100,000 visitors to the building (and 200,000 online) and host over 300 events annually, plus many more through our learning programme and commercial activity. The artistic programme spans classical, jazz, folk, contemporary and world music, as well as spoken word and cross-genre events. It is enabled by innovative, creative partnerships with artists and organisations locally, regionally, nationally and internationally.

We believe culture is vital in celebrating difference and solidarity in our communities. We create opportunities for any person to be a part of music-making and to be inspired, including taking our work out into the wider community. Our Learning & Participation programme typically engages with around 4,000

people each year, offering a supportive and inclusive platform to young musicians, and inspiring children across the wide spectrum of our city through live performance and participation opportunities.

At St George's Bristol we are committed to promoting an inclusive and diverse environment where no-one is disadvantaged on account of their background or circumstances, and we challenge any form of discrimination. We want to put individuals with diverse perspectives, cultures and experiences at the heart of the way we work.

We encourage applications from people from diverse backgrounds, and particularly welcome applications from disabled and Black, Asian and Minority Ethnic candidates, as they are currently under-represented in the arts sector and within our own workforce. By

taking positive action in this area we will guarantee an interview to eligible candidates who meet the 'Essential Experience' criteria, and self-identify with a disabled and/or Black, Asian and Minority Ethnic group. If this applies to you, please indicate in your covering letter.

HOW TO APPLY

Please submit a **covering letter** (max 2 pages) describing your suitability and motivation for this role, together with your CV **as one document**, to recruitment@stgeorgesbristol.co.uk

Please also complete an Equal Opportunities Monitoring form here: <https://forms.office.com/r/peUJeQczAq>

Closing date for applications: Midday, Wednesday 27 October 2021

Notification of invitation to interview by end of day, 29 October 2021

First Interviews: 4 November 2021. Second Interviews: 11 November 2021

Thank you for your interest in this role. If you would like to discuss the role ahead of making an application, please send a note to recruitment@stgeorgesbristol.co.uk