

MARKETING MANAGER

Grade 9 : £35,440 - £39,686 plus benefits

Due to an internal promotion, Newport Live is looking to recruit an exceptional person to the post of Marketing Manager, which is a key role in creating, developing, and delivering a core Marketing, PR, and Communications strategy, driving outcomes for the charity.

The post is key to the ongoing success of the charity, with several exciting projects ahead including the development of a brand-new city centre facility.

The Marketing Manager will take direct responsibility for the marketing team, alongside marketing plans across the trust, whilst collaborating across the charity to ensure results driven tactical marketing strategies are successful, through thorough and effective planning, activation, implementation and measurement, all key success factors that drive the marketing outcomes across participation and income.

Newport Live is a charitable trust that operates Theatre, Arts and Culture, and Sport and Leisure across the City of Newport but also further afield, our vision is to Inspire people to be happier and healthier.

For an informal discussion about the post contact Andrea Ovey, Director of Business Development, andrea.ovey@newportlive.co.uk or 07970 364779.

Application Process

You can download an application form and job description via the Newport Live website www.newportlive.co.uk alternatively they are available via e-mail request from jobs@newportlive.co.uk

Please return the completed application forms to jobs@newportlive.co.uk

Closing date for applications: Tuesday 31st May at 2pm

Interviews are planned to be held on : w/c 6th and 13th June 2022

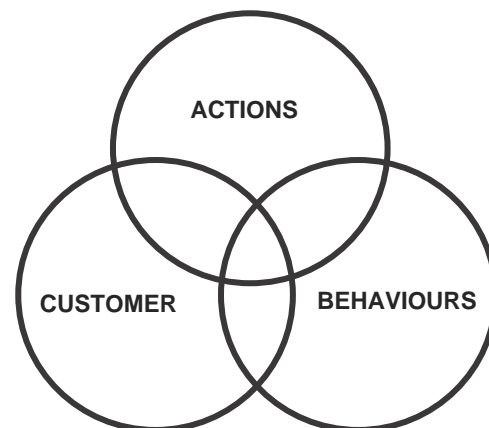
JOB DESCRIPTION

POST:	Marketing Manager
JOB PURPOSE:	<p>This role will lead and manage the development and implementation of all marketing strategies to broaden the reach and ultimately drive outcomes for the charity, including the achievement of results across engagement and income as well as response levels, footfall traffic, sponsorship, and participation.</p> <p>Lead on PR and Communications for the whole of Newport Live and be the brand guardian for the charitable trust.</p>
RESPONSIBLE TO:	Director of Business Development
SALARY:	£35,440 - £39,686 (Grade 9 SCP 37-41)
KEY RELATIONSHIPS:	Newport Live Board and Executive Team. Business Development Team, Newport Live product leaders and Managers, and all Newport Live colleagues. Press and Media contacts, external partners and stakeholders, customers, and the public.
BASE LOCATION:	The office base is predominantly at Newport International Sports Village – the Newport Live headquarters. You must have the ability to travel in between Newport Live venues and external locations as and when necessary.
MANAGEMENT RESPONSIBILITY:	Marketing Executives and Digital & Graphic Designer

I will be successful in my role when:

- All my key operational responsibilities are consistently delivered to a high standard.
- I achieve all key performance indicators specific to my role.
- I role model the behavioural values of Newport Live through my performance.
- I work collaboratively across departments and service areas to deliver exceptional customer service to Newport Live's customers.
- Through my performance and passion, I inspire people to be happier and healthier.

How my performance is measured:



Disclosure and Barring:

* This post may result in you having contact with children, the elderly, sick or disabled. Newport Live, therefore, requires that by virtue of the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975, the Children's Act 1989 and/or the Police Act 1997, you reveal any criminal convictions, bind over orders or cautions, including those this would normally be regarded as spent. You must complete the relevant section on the application form, applications will be returned if this section is incomplete. If successful in your application, you will subject to a disclosure and barring check.

THE ROLE & RESPONSIBILITIES

1. The ownership, development and implementation of the Marketing, PR & Communications Strategy for all of Newport Live, taking direct responsibility for all marketing plans, collaborating across the whole charity to drive participation, sales and income, as well as response, footfall, traffic, sponsorship, and engagement.
2. To take ownership of the Newport Live brand and all the sub brands associated to it, managing the overall brand identity, internal and external profile of the charity, ensuring Newport Live continues to hold its bilingual approach in the highest regard and in compliance with the Welsh Language Act.
3. Create, develop, present, and execute campaigns, marketing concepts and strategies to deliver on Newport Live's KPIs, ensuring these are fully inclusive and seek to engage the diverse communities across the city and include both B2B and B2C strategies across all areas of the charity.
4. Manage the appropriate budgets to ensure strategic goals are achieved in compliance with Newport Live's procurement policy and financial regulations. Instil an understanding of financial and business awareness across all teams, ensuring a measurable return on investment is achieved and aligned to organisational KPIs, including sales, participation, and engagement targets.
5. Proactively manage marketing communications to provide all team members with accurate and timely sales updates, data, commentary, and updates maximising income streams and seeking opportunities for improvement and cross selling.
6. Manage and develop the Newport Live websites, social media platforms and digital applications, to ensure the customer experience is of exceptional quality and the brand is viewed across all platforms in the most effective way, that this underpins the digital marketing strategic plan.
7. Work in partnership with Colleagues across the charity utilising CRM solutions and digital platforms to analyse and further develop the digital approach supporting decision making on new developments advising on the customer experience and useability. Encourage, motivate, and monitor content across all platforms to ensure effective engagement with all customers, existing and potential.
8. Create and continually develop the social media and e-marketing plans with and to support the Operational and Product Managers, utilising relevant and suitable external platforms, business intelligence and CRM tools to identify and implement continuous improvement opportunities, whilst ensuring compliance with GDPR legislation.
9. Undertake research and develop market analysis strategies to ensure Newport Live has a full and through awareness of the marketplace within which it operates, this may be on a local, national, or international scale. Advising through timely reports on both current positions and plans to develop and drive forward.
10. Lead on organisational PR, utilising all potential and developing PR opportunities, reviewing PR effectiveness to ensure a buoyant media profile across all media. Identify and pursue appropriate media and social media outlets, specific correspondents, bloggers, influencers, and appropriate channels.
11. Lead on strategic media opportunities, including press releases, background information and press packs to support news stories and news initiatives. Proving advice and guidance to Newport Live employees when dealing with all media enquiries and requests for interview and or information.
12. Organise and attend events, launches, photo calls and internal communication events acting as a Brand Ambassador for Newport Live. Developing and agreeing key messages to attendees, participants, customers, Newport Live employees, and strategic partners across all programmes of activity and areas of the charity as well as be available to assist at major events as required.
13. To lead on the implementation of the B2B relationship strategy delivering income for the charity through building, maintaining, and enhancing relationships with key supporters, sponsors, advertisers, and corporate groups actively managing the prospect database.
14. To be an effective Leader and Manager of people in line with all Newport Live policies and procedures including but not limited to; recruitment and training, employee appraisals, managing performance and discipline, financial management of payroll and other processes including the procurement of contracts, addressing complaints, and resolving personnel issues.

15. Ensure exceptional customer service standards are adhered to and delivered by monitoring compliments and complaints logs regularly. Actively recognise and interpret data to effectively act as required to ensure feedback is responded to appropriately and in a timely manner. Regularly review feedback and implement appropriate steps to ensure support and buy in from all within your teams.
16. Manage and support relationships with all stakeholders and suppliers effectively and proactively to ensure Newport Live receives the best possible outcomes.
17. To be a role model with an adaptable proactive approach, creating an environment in which you champion professionalism, honesty, and integrity as you interact with your team, the wider organisation, stakeholders, and customers.
18. Ensure that all policies and plans are always adhered to including the Safeguarding, Health & Safety, Code of Conduct, and all other Newport Live policies.
19. Always act in the best interests of and act as an Ambassador for Newport Live, embracing the Vision, Mission and Values of the charity, delivering on the strategies, transforming them into actions and engaging with all audiences and communities across the region.

The person undertaking this role is expected to work within the policies, ethos and aims of Newport Live and to carry out such other duties as may reasonably be assigned by the Chief Executive of Newport Live. The above responsibilities are subject to the general duties and responsibilities contained in the Statement of Conditions of Employment. The duties of this post may vary from time to time without changing the general character of the post or level of responsibility entailed. The post holder will work to deliver agreed performance objectives; these will be reviewed on a regular and formal basis through Newport Live performance management processes.

SALES AND MARKETING MANAGER – PERSON SPECIFICATION

Area	Essential	Desirable
Qualifications	<p>1.1 Educated to a degree level or a minimum of 3 years' experience in Sales or Marketing role. (A)</p>	<p>1.2 Membership of a professional marketing /sales body. (A/I)</p> <p>1.3 Direct and Digital Marketing Qualification or equivalent experience. (A)</p> <p>1.4 Diploma in Professional Marketing by the Chartered Institute of Marketing or equivalent. (A)</p>
Knowledge, Skills & Competencies	<p>2.1. Excellent working knowledge and experience of developing, managing, and implementing marketing initiatives for successful outcomes. (I/P).</p> <p>2.2 Broad and thorough understanding of digital platforms, social media, and traditional forms of media. (I/P)</p> <p>2.3 Demonstrate consistent successful performance verses target across marketing or sales strategies. (I/P)</p> <p>2.4 Ability to establish and maintain internal and external relationships. (I)</p> <p>2.5 Knowledge of GDPR legislation and compliance. (A/I).</p> <p>2.6 Skilled and knowledgeable in understanding of the customer journey, from effective marketing through to participation and/or purchase. (A/I)</p> <p>2.7 To be decisive and to demonstrate results through from start to finish. (A/P)</p> <p>2.8 Successful management of digital platforms, including websites, social media, and digital applications. (A/I/P)</p>	<p>2.9 An interest and awareness of emerging digital marketing techniques and how they can support productivity (A/I).</p> <p>2.10 A developed network of media contacts. (I)</p> <p>2.11 Broad knowledge of the arts, culture, sport, and leisure sectors. (A/I)</p> <p>2.12 Ability to communicate in Welsh (A/I)</p> <p>2.13 Experience of working alongside a graphic design team. (A/T)</p> <p>2.14 Developing teams skilled to convert an enquiry through to a sale to achieve revenue and participation targets. (A/I)</p>
Experience	<p>3.1 Minimum of 3 years' experience in a marketing environment. (A/ I)</p> <p>3.2 Experience of managing successful marketing campaigns. (A / I)</p>	<p>3.6 Experience of working in a multi-disciplinary team environment. (A/I)</p>

	<p>3.3 Experience of review and reporting on ROI, results, and development of measures of success. (A / I)</p> <p>3.4 Experience of working with a wide range of stakeholders (I)</p> <p>3.5 Experience and ability to manage multiple social media accounts on Twitter, Facebook, YouTube, Instagram, LinkedIn, Snapchat, etc, including out of regular working hours. (A/I)</p>	<p>3.7 Management experience within a sales and marketing department across Arts, culture, sport, and leisure. (A/I)</p> <p>3.8 Experience of brand management. (I)</p> <p>3.9 Experience of managing and monitoring of a large budget, financial expenditure, and income generation (I)</p> <p>3.10 Experience of managing a marketing team. (A/I)</p>
	<p>4. A driven individual, capable of leading and coaching to develop and inspire. (A / I)</p> <p>4.1 Excellent verbal, written and interpersonal skills (A/I)</p> <p>4.2 Ability to work under pressure. (A/I)</p> <p>4.3 The ability to think and work strategically. (I/P)</p> <p>4.4 Excellent planning and organisational skills. (I/T)</p> <p>4.5 Personal commitment to achieving high performance within the workplace. (I/P)</p> <p>4.6 You will be required to work flexibly including early mornings, evenings, and weekends on a regular basis, including supporting events across the charity. (A)</p>	<p>4.7 Ability to deliver training and coaching techniques to colleagues. (I)</p> <p>4.8 Enthusiasm to lead, inspire and succeed. (I/P)</p> <p>4.9 Leadership and people management skills. (A/I)</p>
Other	<p>5.0 Ability to travel across all Newport live venues regularly (A)</p>	<p>5.1 Must have access to own transport and willing to travel between Newport Live venues regularly. (A)</p>

Method of assessment

- A: Application form (including shortlisting)
- C: Certificate
- E: Exercise
- I: Interview
- P: Presentation
- T: Test
- AC: Assessment Centre