

MARKETING EXECUTIVE

Grade 6 : £24,719 - £28,311 plus benefits

12 month Fixed Term Post – Commencing Monday 4 July 2022

Newport Live is looking to recruit an exceptional person to fill the post of Marketing Executive, on a fixed term basis for 12 months to cover maternity leave. This is a key post in developing, marketing, and promoting the products and services delivered by Newport Live within the facilities we operate including The Riverfront Theatre and Arts Centre, those at Newport International Sports Village, Newport Centre and the Active Living Centre and the local community and areas within which we provide and deliver services. 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.

Inspiring people to be happier and healthier, Newport Live strives to be the best in everything we do. We want people who are insightful and inspiring to be part of the team and embrace the Newport Live values. To achieve our goals, we want to build our team with people who are passionate about delivering the highest possible level of performance in everything that they do – people who are open to ideas, to collaboration, to challenges and to new ways of thinking and working.

This role is key to the success of Newport Live, supporting delivery of the marketing strategy. Underpinning the generation of sales, participation, customer retention and attendance targets across both theatre, arts and culture and sport and leisure.

This post takes responsibility for marketing campaigns, e-marketing, social media and press relations, predominately within Arts and Culture, additional areas of responsibility are outlined within the attached job description.

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: Wednesday 8 June 2022 at 2pm

Interviews are planned to be held on : Monday 13 June 2022

Fixed Term Commencing : Monday 4 July 2022

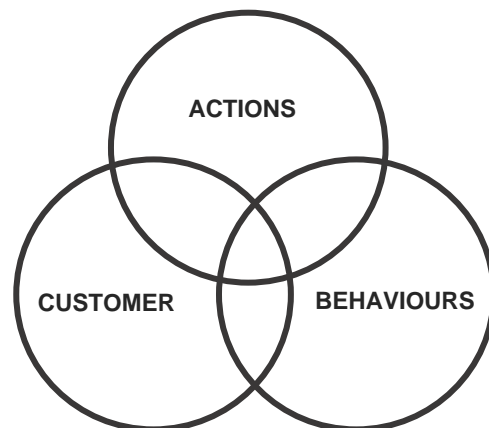
JOB DESCRIPTION

POST:	Marketing Executive (Fixed term maternity cover 4 July 2022 to 30 June 2023)
JOB PURPOSE:	You will work in a fast paced and target driven environment on a wide range of marketing campaigns. You will be responsible for campaigns, e-marketing, social media, and press relations. You will deliver the marketing strategy for Newport Live and the generation of sales and revenue in line with identified targets.
RESPONSIBLE TO:	Marketing Manager
SALARY:	£24,719 - £28,311 (Grade 6 SCP 25 - 29)
KEY RELATIONSHIPS:	Newport Live Managers, All Newport Live departments. Press and Media contacts, external partners and stakeholders and the public.
BASE LOCATION:	The office base will be between The Riverfront Theatre & Arts Centre and The Regional Pool & Tennis Centre 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:	Student Placements, Work Experience, Volunteers, Event Photographers and Videographers

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 be subject to a disclosure and barring check.

THE ROLE & RESPONSIBILITIES

1. Contribute to the successful delivery of the Newport Live marketing and communications strategic plan including public relations for all of Newport Live. Co-ordinate and support all marketing and sales activity that delivers a positive outcome and agreed return on investment.
2. Lead engagement with key colleagues across Newport Live and external stakeholders, to provide all marketing activity and support to maximise objectives across all business areas, products, services, and venues including, across core products, new initiatives, engagement and participation opportunities, sponsorship, and corporate partnerships.
3. Lead responsibility for organisational print production, digital and design projects, ensuring all promotional materials promoting Newport Live are correct, available to venue and product managers for display and distributed accordingly by Operational teams across the charity.
4. Support the effectively management of the marketing and associated budgets to ensure all policies and processes including procurement processes are in line with Newport Live policies, including the management of the marketing and relevant to your projects and themes of work, maximising income and minimise expenditure wherever possible, highlighting shortfalls in a prompt and efficient manner.
5. Contribute to the development and implement the Newport Live digital marketing strategy to grow our online presence and drive more sales and engagement through our websites and online tools and functions and manage online advertising for Newport Live.
6. Manage and develop Newport Live's online community using the main social networks e.g., Facebook, Twitter, YouTube, Instagram etc. and social networking evaluation and reporting tools and all CRM management software. Evaluating and making recommendations to improve effectiveness always. Placing a specific focus on emerging trends to ensure the charity is always reaching new and developing audiences aligned to business objectives.
7. Update and manage the Newport Live websites, and apps, increasing their usability, interactivity, and capability as a sales tool, with a focus on continuous improvement and engagement.
8. Organise and create promotional mailings and e-shots to all customers, both internal and external including key demographics, schools, further and higher education and other targeted audiences including corporate and voluntary sector markets. Manage and develop all e-lists and contacts using suitable communication software and aligned to all GDPR legislation.
9. Develop an online public relations profile for Newport Live, monitor press and broadcast coverage of Newport Live in monitoring all forms of media, including digital to ensure key coverage is achieved, and secure news stories, opinion pieces, features, reviews, listings, and other editorial coverage in a wide range of publications.
10. Support the management of marketing volunteers, students, and employee placements within the marketing team.
11. Establish and develop excellent internal working relationships with Newport Live colleagues and all external stakeholders. Attending sales and community-based events to market Newport Live's products and services and support the charity.
12. To be an active and engaged member of Newport Live, contributing fully to the completion of Newport Live targets, goals, and strategies.
13. Identify, co-ordinate and manage and participate at publicity and sales events, photo calls, press events, briefings.
14. Work closely with external stakeholders including production companies and event organisers to agree marketing activity and spend related to individual shows and events and recharge the costs of these activities accordingly.
15. Work closely with the Programming, Box Office, Customer Services, and wider Newport Live team to ensure that all required information is in place ready to get shows and events announced and on sale in a timely manner
16. Manage, develop, and motivate volunteers, students, and employee placements to ensure the highest levels of quality and targets are met in all areas of work.

17. Work with Newport Live colleagues to establish and embed exceptional customer care standards. Always act in the best interests and maintain confidentiality in all areas of work for Newport Live.
18. Deputise for the Marketing Manager in their absence.
19. To be a role model with an adaptable initiative-taking approach, creating an environment in which you champion professionalism, honesty, and integrity as you interact with your team, the wider organisation, stakeholders, and customers.
20. Ensure that all policies and plans are always adhered to including the Safeguarding, Health & Safety, Code of Conduct, and all other Newport Live policies.
21. 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.

MARKETING EXECUTIVE – PERSON SPECIFICATION

Area	Essential	Desirable
Qualifications	1.1 A minimum marketing qualification of NVQ Level 3 or equivalent OR experience in a marketing department. (A)	1.2 Relevant Degree or Educational Qualification (A) 1.3 Certificate in Professional Marketing (Chartered Institute of Marketing) OR a minimum of 3 years related experience in a marketing environment. (A)
Knowledge, Skills & Competencies	2.1 Ability to work creatively and concisely to tight deadlines with diligence. (A / I / P) 2.2 Experienced in the use of multiple digital platforms, including website management, CRM Integrations, social media, ENewsletter, platforms, apps and other developing platforms to support all aspects of marketing outputs and outcomes. (A/I) 2.3 Persuasive copy-writing skills. (A/I) 2.4 Working knowledge of GDPR legislation all levels. (A/I)	2.5 Understanding of Theatre/Arts and Culture and Sport and Leisure products and programmes. (A/I) 2.6 Ability to communicate in Welsh. (I) 2.7 Knowledge or experience working with design packages e.g., InDesign, Photoshop etc along with an understanding of graphic design principles. (A/I) 2.8 Project management skills and experience. (I)
Experience	3.1 Two years' experience of marketing, to include working with the media and public relations (A/I) 3.2 Experience of working with Microsoft Office, updating websites, using social media tools (A/I) 3.3 Experience and ability to manage multiple social media accounts on Twitter, Facebook, YouTube, Instagram etc (A/I)	3.4 Experience of developing links with external stakeholders and partners (I) 3.5 Experience of managing print and design production (I) 3.6 Experience of working in a fast paced and target driven environment (A/I)
Personal Attributes	4.1 A driven individual, capable of leading and coaching to develop and inspire. (A / I) 4.2 The ability to think and work strategically. (I/P) 4.3 Excellent verbal, written and interpersonal skills (A/I) 4.4 Excellent planning and organisational skills with a demonstrable ability to manage	

	<p>multiple deadlines and projects (I / T)</p> <p>4.5 Ability to deal with pressure (A/I)</p> <p>4.6 A personal commitment to achieving high performance within the workplace. (A/I)</p> <p>4.7 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>	
Other	<p>5 Ability to travel across all Newport live venues regularly (A)</p>	<p>5.1 Access to own transport 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