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| JOB ROLE PROFILE AND PERSON SPECIFICATION |

Post Title and Number: Marketing, and Audience Development Manager

Grade: SO2 Dept: Environment and Communities

Service/Section/Team: Culture / Dugdale Arts Centre / Forty Hall / Matrix Management to Sport & Leisure Service

Reports to (title): Head of Culture \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| Purpose of the Role: |

* To create and implement data-driven creative content-led marketing campaigns for Enfield’s cultural & leisure services, which includes Dugdale Arts Centre, Forty Hall ,Museum of Enfield and leisure venues to promote the rich programme of live performance, cultural events, exhibitions and projects, workshops and activities for the borough.
* To work closely with the Culture Management Team and Head of Sport & Leisure to take forward audience development and community engagement plans and support special projects
* To identify opportunities and drive sales of the venues’ commercial operations, including space hire, catering and events
* To increase audience numbers and engagement with Enfield’s cultural & leisure services that reflect and represent the borough’s diversity, setting and meeting ambitious targets and generating sales revenue. To strategically publicise Enfield’s year-round cultural & leisure programmes in both traditional and digital media, building good networks with local and national press, marketing contacts and wider creative sector.To effectively manage and lead on strategy for Enfield culture & leisure service’s websites and social media platforms. To support the delivery of the culture strategy, “Culture Connects”, and in particular our three priorities: sustainability, opportunities for young people, and “culture everyday” – more culture, for more people, in more places, more of the time
* To support the delivery of the borough sport and leisure strategy “Our Active Wellbeing”, particularly the Council’s commitment of better use of digital, data and communications to get more people active.

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| Dimensions including Structure Chart: |

1. Annual budgetary amounts with which the role is either directly or indirectly concerned: c£20k (marketing budget).
2. Structure Chart:
3. Number of direct reports: 0.
4. Nature of reporting relationship between post holder and line manager: Close working collaboration supported by regular one-to-ones and team meetings.
5. Enfield Culture is expected to build on its annual audience figure of c65,000, and to generate a minimum of £780k pa in income through ticket sales, space hires and F&B.
6. Post holder will report to the Head of Culture and a matrix management arrangement with the Head of Sports and Leisure. The role will work across Culture 80% of time and Sports and Leisure for 20% time.

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| Key Accountabilities: |

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| **Accountabilities** | **Anticipated level of time**  **H = High**  **M = Medium**  **L = low** |
| 1. Create and implement data-driven creative content-led marketing campaigns for Enfield’s cultural & leisure services to support audience development and community engagement plans | H |
| 1. Oversee the creation of marketing content to support the cultural, leisure and commercial programme. | H |
| 1. Monitor and review audience and fitness class figures to keep working towards a wider audience reach and to provide a strong evidence base to inform programming | H |
| 1. Seek out and identify opportunities that drive sales and generate income. | M |
| 1. To follow Search Engine Optimisation (SEO) best practice to maximise web traffic and set up and use Google Analytics to understand audience behaviour on the website, which consistently monitors and informs campaigns and future strategy | M |
| 1. Work with the marketing departments of visiting companies, co-producers, artists, and other relevant stakeholders to develop joint approach to marketing in line with our brand guidelines and house style. Where relevant, support them with cost-effective and creative campaign strategies and deliver contractual marketing obligations. | M |
| 1. Ensuring that all our communications and public platforms are accessible and inclusive, kept up to date and are in accordance with all regulations and meet or exceed best practice standards | M |
| 1. Participating in a range of Council and external programmes and initiatives that support Culture Connects, providing expertise and resource as appropriate | L |
| 1. To work with service leads to ensure that the Enjoy Enfield sales platform is kept up to date with new and engaging content to grow sales and business growth |  |
| 1. Any other duties reasonably requested by management |  |
| 1. Carry out all accountabilities in compliance with the Council’s Policies and Procedures |  |

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| Key Relationships (Internal and External): |

Internal: Head of Culture, Culture Management Team, Head of Sport & Leisure, Sport & Leisure Team, Greenwich Leisure Ltd., Sports Clubs, Council Comms Department, Print and Design Team, Schools Hub, Community HubsExternal: Freelancers, Enfield residents, cultural, creative and community organisations, town centre businesses, other Enfield businesses, Press, External marketing contacts, influencers, other cultural bodies including ACE and NLHF.

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| Equality and Diversity: |

The Council has a strong commitment to achieving equality in its service to the community and the employment of people and expects all employees to understand, comply with and promote its policies in their own work.

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| Health and Safety: |

The post holder shall ensure that the duties of the post are undertaken with due regard to the Council’s Health and Safety Policy and to their personal responsibilities under the provisions of the Health and Safety at work Act 1974 and all other relevant subordinate legislation.

For a more detailed definition of these responsibilities, refer to the current versions of the Corporate Health& Safety Policy, Group Safety Policy and employee information leaflet entitled "Health & Safety Policy; Guidance on Staff Health & Safety Responsibilities".

#### Corporate Health and Safety Responsibilities

All employees have personal responsibilities to take reasonable care for the health and safety of themselves and others. This means:

1. Understanding the hazards in the work they undertake;

2. Following safety rules and procedures;

3. Using work equipment, personal protective equipment, substances, and safety devices correctly; and

4. Working in accordance with the training provided and only undertaking tasks where appropriate training has been received.

Employees shall co-operate with the Council by allowing it to comply with its duties towards them. This requires employees to:

* take part in safety training and risk assessments and suggest ways of reducing risks; and
* take part in emergency evacuation exercises.

Employees shall report all accidents, ‘near miss’ incidents and work related ill health conditions to their manager/supervisor/team leader.

Employees shall read the Corporate Health & Safety – Organisation Part B Policy to ascertain and understand their responsibilities as an employee, line manager, Assistant Director or Director of the Council.

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| Information Security: |

In order to protect the confidentiality, integrity and availability of Council information, including information provided by customers, partner organisations, and other third parties, where applicable, employees will comply with the Council’s Information Security Policy.

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| Statement of Commitment to Safeguarding of Children and Vulnerable Adults through safer employment practice: |

Enfield Council is committed to safeguarding and promoting the welfare of children and vulnerable adults. Safe recruitment of staff is central to this commitment, and the Council will ensure that its recruitment policies and practices are robust, and that selection procedures prevent unsuitable people from gaining access to children, young people and vulnerable adults. All staff employed to work with or on behalf of children and young people in the Council must be competent.

All staff working with Children & Vulnerable Adults should be aware of, and share the commitment to safeguarding and promoting the welfare of children, young people and vulnerable adults when applying for posts at Enfield Council.

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| PERSON SPECIFICATION |

**Job Title: Marketing, Audience and Business Development Officer**  **Grade: S01**

**Department:** Environment and Communities **Team: Culture**

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|  | **HOW TESTED**  Application – A  Test – T  Interview – I |
| **Job Specifics – Skills, Experience, Knowledge & Abilities**  **Essential:**  1. Experience of designing and delivering digital marketing for a cultural or leisure organisation, working to engage and grow a community  2. Demonstrable track record of achieving on audience development plans  3.Demonstrable track record of achieving commercial goals through marketing or partnership work  4. Team player, able to work collaboratively with a range of internal and external stakeholders  5. Creative, able to produce great digital content in a range of media  6. Careful, thorough and attention to detail, whether spotting missing commas, misleading text and potential political issues or keeping a close eye on feedback and analytics  7. Good understanding of strategic planning to achieve cultural and commercial aims, with a track record of designing and delivering campaigns to meet particular briefs or targets  8. As a regular and intrinsic part of this role requires you to speak to members of the public in English, the ability to converse at ease with customers and provide advice in accurate spoken English is essential and consistent with the requirements of this role. This role also requires you to be polite and courteous when conversing with the public.  **Desirable:**   1. Video production 2. Experience of working with food or restaurant businesses 3. Knowledge of Enfield’s creative sector and communities 4. Knowledge of industry trends with the sport & leisure sector | **A/I**  **A/I**  **A/I**  **A/I**  **A/I**  **A/I**  **A/I**  **A/I** |
| **Behaviours**  Appropriate behaviours are key to the delivery of our vision for Enfield.  We want staff who will work collaboratively, flexibly and constructively, and exhibit this ethos in all their dealings with residents, colleagues and partners. Our leaders will be exemplars of the following behaviours and encourage them in staff at all levels;  **Take Responsibility**  We want staff who are willing to make decisions and be accountable for them. Staff should have a positive can-do attitude where they see problems as challenges which can be overcome. They should accept responsibility for service delivery, be clear about their service offer and deliver what they promise.  **Open, Honest and Respectful**  We want staff who are comfortable and confident to acknowledge the difficulties and the barriers they face. They should also be able to constructively challenge the way things are done where there is evidence that it impedes service delivery. Challenge should be conducted in a professional, courteous manner with the aim of reaching a mutually agreeable resolution.  **Listen and Learn**  We want staff who are prepared to actively listen and reflect on customer concerns with a view to understanding the customer’s point of view. Staff should be able to receive constructive criticism and be prepared to adapt the way they operate and deliver services where appropriate.  **Work Together to find solutions**  We want staff who can work collaboratively with other departments and partners, freely sharing their knowledge and skills to identify solutions to address customer concerns.  **Candidates: Please ensure you address these behaviours in your responses to the essential (and desirable if applicable) criteria above.** | **A/I** |
| **Competencies:**  **Candidates: Please ensure you address these competencies in your responses to the essential (and desirable if applicable) criteria above.**  1. Customer focus  2. Deliver service performance  3. Focus on continuous improvement  4. Political awareness and context | **A/I** |
| **Qualifications & Professional registration criteria**  **Candidates: Please ensure you address these qualifications in your responses to the essential (and desirable if applicable) criteria, you will be expected to meet these requirements of the role and they will be explored with you at interview.**  **N/A** | **I** |
| **Special requirements**  **Candidates: Please note you will be expected to meet these requirements of the role and they will be explored with you at interview.**  Some evening or weekend working  Required to be based across venues | **I** |