

SOMERSET HOUSE

Role:	Marketing Manager
Department:	Marketing & Digital
Reports to:	Director of Marketing & Digital
Salary:	Up to £32,500 (dependant on experience)
Working hours:	Hours of work are an average of 37.5 hours per week. The job responsibilities will usually require irregular hours, including some work in events, weekends and on public holidays.

Somerset House Trust is seeking an experienced **Marketing Manager** to join our team. This role will be responsible for promoting Somerset House activity with creative and effective marketing campaigns to attract, retain and diversify audiences and meet ambitious sales targets.

Working alongside another Marketing Manager, the successful candidate will take lead responsibility for a number of simultaneous campaigns throughout the year, for projects including seasonal live events in our courtyard (e.g. Film4 Summer Screen, Summer Series and Skate), large-scale paid exhibitions, free exhibitions, Learning events and activities emerging from Somerset House Studios. This role will contribute to other audience-related projects including audience research and tourism strategy, as well as the promotion of Somerset House as a vibrant creative community.

Reporting to the Director of Marketing & Digital, this role will work closely with the Website Manager, Digital Content Producer, Marketing Officer, Print & Signage manager and Ticketing & CRM team to oversee all aspects of marketing campaigns for given projects. They will need to build positive relationships with programming teams (Exhibitions, Live Events, Somerset House Studios, Learning) as well as external sponsors, promoters, programmers, curators and artists. Equally, they will need to manage relationships with external media and design agencies and other freelancers.

BACKGROUND TO SOMERSET HOUSE

Somerset House seeks to be an inspirational creative community where contemporary culture is imagined, created and experienced.

For 250 years, Somerset House has played a central role in our society as a place where our culture and collective understanding of the world is shaped and defined.

In 2000, it began its reinvention as a cultural powerhouse for today, advancing a new generation of creative thinkers who are pushing intellectual and creative boundaries and shifting perceptions of our culture. We celebrate our heritage by looking to the future with renewed social purpose, creating unique and stimulating experiences for the public, bringing them into direct contact with ideas from the greatest artists, makers and thinkers

of our time. Located at the geographical heart of London, we are uniquely placed to serve the capital, the country beyond and the wider world.

A registered charity, we operate an independent economic model where commercial and artistic imperatives comfortably co-exist. At Somerset House, art is embedded within a wider community of creative enterprise, creating a pragmatic and viable vision for the arts and cultural centre of the 21st century.

Our vision is to become the UK's leading centre for contemporary culture, with unexpected ideas and experiences emerging from the intersection of the three groups that constitute our unique cultural ecosystem.

For the public, we seek to be an inspirational place to experience the work of today's boldest minds, providing intellectual and cultural connections with new ideas and the people behind them. The combination of our celebrated neo-classical setting and our bold, forward-thinking output creates surprising, stimulating and joyful shared experiences for our visitors.

For artists and makers of all disciplines, we seek to encourage experimentation and the creation of new work. We are somewhere for today's creative generation to take risks, to push boundaries, to collaborate, and go beyond the obvious.

For the wider creative community, we seek to be a home to the largest cluster of creative enterprises in London, a mutually-supportive community ranging from start-ups to established creative businesses, where the best people, ideas and organisations can thrive.

ROLE AND RESPONSIBILITIES

Marketing Campaigns

- Devise and deliver creative, comprehensive and effective through-the-line marketing campaigns, working within agreed campaign budgets
- Create campaign plans which identify key audiences, devise strategies to engage audiences and drive sales, and establish clear timelines for the delivery of campaign activity
- Monitor and analyse sales and visitor patterns and respond in a meaningful way to tailor activity and ensure that targets are met
- Work with external agencies to coordinate media buying (print, digital, outdoor), graphic design, promotional activity, photography and other aspects of campaigns
- Work closely with Press Team in shaping fully integrated communications campaigns and co-ordinate marketing and press activity and maximise promotional opportunities
- Ensure campaign activity adheres to Somerset House brand guidelines

- Build positive relationships with external producers, promoters and sponsors to ensure campaign activity is delivered in a coherent and strategic manner and takes into account partner objectives
- Provide regular updates to Director of Marketing & Digital and other relevant Heads of Department on campaign activity, sales and budgets
- Monitor and evaluate the effectiveness of campaigns through audience research and analysis, creating post-event evaluations for both internal stakeholders and external partners

CRM and Data Insight

- Ensure that campaigns are conceived and planned in a data-driven way to deliver targeted activity and maximise engagement
- Work with the Ticketing & CRM team in identifying opportunities within the Somerset House database to increase sales, ensuring all direct communications are configured to deliver maximum financial return and business intelligence
- Ensure all communications adhere to Somerset House privacy policy and GDPR guidelines

Digital Content

- Contribute to the development of digital content for Somerset House, working closely with Digital Content Producer and programming teams to develop concepts and briefs for digital content, in line with other campaign activity
- Work with the Digital Content Producer to agree budgets for the development of digital content from within overall campaign budgets
- Work with the Marketing Officer and Press Team to ensure social media activity is planned and delivered in a compelling and strategic way, in line with other campaign activity

Visitor Communications

- Take responsibility for the delivery of pre- and post-visit communications for relevant events, working closely with Visitor Experience and programming teams to ensure all information is clear, specific and appropriate
- Monitor social media to identify and respond to direct communications in relation to Somerset House activity, escalating issues where necessary

Somerset House Creative Community

- Promote the public awareness of Somerset House as a vibrant creative community, including the promotion of Somerset House Studios activities

- Support the Residents team in creating relevant branded assets to communicate with the 400+ resident organisations
- Contribute to the launch of Somerset House Exchange, a new shared workspace, to open in October 2019

External Producer Events

- Act as principle point of contact with regards to marketing and visitor communications for certain external producers who are presenting events at Somerset House, in liaison with Somerset House Corporate Events team
- Work with external producers to identify opportunities to promote such events to Somerset House audiences, scheduling email, web and social activity in line with Somerset House cultural programme
- Ensure that external producers adhere to appropriate Somerset House brand guidelines

PERSON SPECIFICATION

The successful candidate will be able to demonstrate the following:

Essential

- Significant experience in an arts, entertainment or consumer-related environment, with a proven track record in devising and delivering through-the-line marketing campaigns
- Excellent knowledge and understanding of arts, culture and creative sectors
- Experience of managing relationships with a number of external agencies and freelancers
- Experience of and enthusiasm for CRM and the associated benefits to cultural organisations
- A data-driven approach to marketing campaigns
- Demonstrable experience of print management, distribution and outdoor campaigns
- Experience of using email marketing software (e.g. Wordfly) and reporting on email performance
- Experience of Google Analytics
- Experience of using content management systems, updating websites and publishing to social media platforms
- An understanding of audience segmentation and use of audience analysis tools
- Excellent copywriting skills
- Good eye for image selection
- Excellent attention to detail and accuracy
- Accurate budget management skills
- Ability to prioritise own workload and deliver to deadlines
- A clear and confident communicator with highly developed interpersonal skills and the ability to inspire individuals across teams
- The ability to manage and collaborate with many different stakeholders, both internal and external, including at Senior Managers and Directors

- A team player with a 'can-do' attitude, personal drive, resourcefulness and initiative
- Knowledge of and enthusiasm for the work of Somerset House

Desirable

- Experience of working with Tessitura (Ticketing & CRM system)
- Practical experience with a range of imaging software (including Photoshop, InDesign, Illustrator)

Somerset House is open to all and we value the unique skills of everyone. Somerset House Trust is an equal opportunities employer and is committed to encouraging equality, diversity and inclusion in our workplace, so if you're a suitably qualified applicant we'll welcome your application whatever your age, disability, gender, gender identity, race, religion or belief, sexual orientation or socio-economic background.

