



## **JOB DESCRIPTION**

**POST TITLE:** Marketing Manager

**SALARY:** Up to £30,000 per annum (subject to experience)

**HOURS:** 37.5 hours per week

**DATE:** November 2023

**DURATION:** Funded until March 2026 (Extension subject to funding)

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**RESPONSIBLE TO:** Executive Director

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**RESPONSIBLE FOR:** No Direct Reports

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**PURPOSE OF JOB:** As the Marketing Manager, you will play a pivotal role in promoting our mission to celebrate contemporary arts and cultural diversity. You will be responsible for crafting and executing innovative marketing strategies that enhance our brand, engage our diverse audience, and drive attendance and participation in our programs and exhibitions, raise the profile of NAE and maximise income generation.

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## **MAIN ACTIVITIES, DUTIES AND RESPONSIBILITIES:**

### **Strategy & Planning**

1. Develop and implement comprehensive and effective marketing plans that aligns with the organisation's objectives, ensuring NAE reaches the widest possible audience and achieve profile in line with our audience development and marketing objectives.
2. Stay abreast of industry trends, audience insights, and best practices to optimise communication and marketing efforts.
3. Plan and deliver strategic advertising and other activity to reach specialist target audiences.
4. Actively seek and encourage contributions from the wider team to inform communication priorities.

## **Print & Physical Media**

5. Lead on the production of the seasonal brochure and other forms of physical . Co-ordinate content from across the organisation and liaise with external suppliers. Working with high level of accuracy and attention to detail, ensure printed material is delivered on time and within budget.
6. Manage the production of leaflets, posters and other material across key programme strands: creative, fundraising and commercial to increase audiences and raise the profile of NAE within the optimum time frames.
7. Co-ordinate the distribution of printed materials (brochures, leaflets, posters) through established methods. Monitor effectiveness, review on a regular basis and make changes. Create targeted plans to reach audiences for special events – Mela, Schools Programme, Melting Pot for example.

## **Digital Marketing**

8. Manage and optimise NAE's online presence, including the NAE website, email marketing campaigns, and social media channels to increase reach and engagement.
9. update the website, external listings sites and booking page
10. Take the lead in the creation, distribution, monitoring and reporting of digital marketing and communication activities, ensuring key messages and events are profiled at the right time for best impact.
11. Ensure NAE's social media channels reach a wide audience and continue to grow in influence by producing a lively, engaging and informative stream of updates.
12. Enhance NAE's live broadcasting/streaming.
13. Drive increase in subscribers to email, social media and visitors to the website to achieve set KPIs, utilising a range of engaging and highly effective communication tactics.
14. Create and distribute emails for different target audiences - general newsletter, press, private view invites, stakeholder, families, learning, community, hire, café, commercial and fundraising activities for example.

## **Public Relations & Press**

1. Contribute to the PR, Audience Development, Marketing and Digital strategies.
2. Organise press interviews, photo calls and respond to requests quickly and accurately. Represent NAE for television and radio interviews where required. Monitor and archive press coverage.
3. Write and distribute press releases for exhibitions, special events, family activities, projects and other stories.

## **Stakeholder Management**

4. Maintain and develop positive working relationships with designers, printers, distributors and other suppliers. Ensure partners are credited accurately and that processes are followed to sign off partnership material.
5. Work closely with other teams across the organisation to identify the best opportunities for maximising NAE's reach through targeted press, marketing and digital activities.
6. Create and develop productive relationships with local, national and international press contacts. Work with external PR agencies and partner Press Officers for touring exhibitions and special projects.
7. Keep a directory of print and online listing platforms up to date. Manage the press contacts database.

### **Data Analytics**

8. Use the Customer Relationship Management database to distribute brochures, update and contact NAE members. Run reports and access audience insights. Undertake relevant training to ensure the CRM is being used effectively as a marketing tool.
9. Lead in the collection of audience data to agreed targets. Work with the Audience Agency to understand and implement audience research methodologies and feedback pertinent information. Create concise seasonal audience reports and provide information to feed into reports.
10. Monitor and feedback on our marketing effectiveness, make changes to campaigns and make recommendations accordingly.

### **Collaborative Partnerships**

11. Establish and maintain partnerships with local organisations, artists, and cultural influencers to foster collaborations and increase NAE's exposure.
  12. Develop a strong understanding of the diverse needs of NAE's audiences to inform and plan marketing activity. Take the lead in understanding our audiences and stay ahead of the wider marketing, audience development and digital contexts.
  13. Develop and maintain strong partnerships with other cultural and community venues and or organisations. Identify beneficial promotional and audience development opportunities with key partners. Be an active member of the Tate Plus Communications network.
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### **SPECIAL FEATURES/PROVISIONS**

- (1) New Art Exchange expects the conduct of the highest standard from our employees, and confidence in his/her integrity would be shaken if the least suspicion, however ill-founded, were to arise that he/she could be influenced by improper motives. Employees should treat with extreme caution any offer or gift, favour or hospitality, made to him/her personally. Gratuities of any kind should not be accepted in the normal discharge of duties.

- (2) A proportion of the post-holder's responsibilities will include regular evening and weekend work plus working on bank and public holidays.
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This Job Description represents a statement of the duties of the post but does not include all minor duties. It is inevitable that over time the nature of an individual job will change and existing duties may be lost or others gained without changing the general character of the duties or the level of responsibility entailed. As a result New Art Exchange will expect this job description to be subject to revision.

## **PERSON SPECIFICATION**

### **RELEVANT EXPERIENCE**

1. Minimum of three years of marketing, communications, and audience development experience.
2. Experience and knowledge of contemporary marketing and PR practices, as well as emerging new trends and their implications for arts marketing.
3. A track record of creative approaches to social media and digital content production.
4. Experience of managing budgets to achieve a high return on investment.
5. Experience and knowledge of marketing intelligence, Audience Segmentation, and audience profiling.
6. Demonstrable experience of understanding the context and circumstance of culturally diverse communities of the UK and region.

### **SKILLS, KNOWLEDGE & ATTITUDE**

7. Strong, creative problem solver and communicator (both verbal & written).
8. Copywriting ability and demonstrable knowledge of print production, commissioning and management.
9. Strong time management skills, ability to prioritise and meet deadlines under pressure within a demanding workload, whilst paying attention to detail.
10. Ability to take responsibility and to work alone with minimal supervision whilst also being able to contribute to teams across the organisation.
11. Flexible approach to working and to be available for out of normal hours work which may involve evenings and weekends.

### **QUALIFICATIONS (DESIRABLE)**

12. CIM Diploma or equivalent
13. Degree Level Qualification

NB: The above specification defines the minimum essential requirements of the job, but New Art Exchange will have regard to the Disability Discrimination Act and will make "reasonable adjustments" to help applicants with a disability achieve these standards.

*Compliance with all the requirements of the job description and person specification does not guarantee an interview. It may be necessary to use additional criteria at the shortlisting stage.*