**Culture Coventry**

**Herbert Art Gallery & Museum**

**Jordan Well**

**Coventry**

**CV1 5QP**

**JOB DESCRIPTION**

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| **Job Title:** | Marketing Campaigns Manager |
| **Reporting to:** | Head of Marketing and Communications |
| **Responsible for:** | Marketing Officer and Marketing Executive |

**SCOPE**

Coventry Sports Foundation and Culture Coventry Trust are operating as CV Life, so that the scope of this Job Description as a CV Life document extends to cover the employment of employment contracts held with either Coventry Sports Foundation or Culture Coventry Trust.

**OVERALL PURPOSE AND OBJECTIVE OF THE ROLE**

To play a key role in driving awareness, engagement, sales, memberships and visits across our leisure and cultural venues. Responsibility for leading the delivery of impactful marketing campaigns and managing a small team.

This position falls within a shared-services working arrangement agreed between the respective Boards of Directors / Trustees of CV Life; Culture Coventry Trust; Coventry Sports Foundation; and the associated group Companies / Trusts, which allows for the sharing of posts and associated services where appropriate and of benefit to the work of the organisations and their respective objectives.

**MAIN DUTIES OF THE ROLE**

* Contribute to the development of the annual marketing strategy and take ownership of setting, managing, and reporting on marketing campaign budgets, ensuring optimal ROI.
* Provide effective line management to the Marketing Officer and Marketing Executive, encouraging their professional development and ensuring efficient workflow management.
* Oversee the planning, execution, and evaluation of integrated marketing campaigns across the full marketing mix, ensuring they are targeted, innovative, and delivered within budget.
* Write engaging and informative marketing copy across various channels and oversee the quality and effectiveness of all written and visual content produced by the department and across CV Life.
* Sign off all marketing outputs, including those produced by the in-house design team and external agencies, ensuring they meet campaign objectives.
* Develop and maintain strong relationships with key stakeholders, external marketing agencies, and external tourism organisations to maximise collaborative opportunities.
* Proactively identify, develop, and manage strategic marketing partnerships with local and national organisations to expand reach, enhance brand visibility, and drive audience growth.
* Track and analyse campaign performance, providing regular reports and actionable insights to teams across CV Life, and adapting marketing strategies as required to achieve objectives.
* Use visitor research, analytics platforms, and reporting dashboards to understand audience behaviour, identify trends, and inform the development of effective marketing and audience development strategies.
* Ensure consistent application of the CV Life, venues and services brands across all marketing communications online, offline and onsite.
* Building relationships and working with underrepresented and disadvantaged community groups/individuals.

This Job Description is neither exhaustive nor exclusive and may be reviewed and updated depending upon operational requirements and staffing levels.

**RESPONSIBILITIES FOR ALL EMPLOYEES**

* To embrace and lead by example on the Company’s key values of PRIDE, PASSION and PERFORMANCE or those that might at any time be subsequently re-defined.
* To support the Company’s commitment to providing a safe environment for children, young people and vulnerable adults, ensuring awareness of the Company’s Safeguarding Policy, Procedures and Practice Guidance, and to be vigilant, reporting any safeguarding concerns without delay.
* To undertake all duties and fully comply with all of the Company’s general standards and those relating to the specific requirements of the role.
* To take care of their own health and safety and that of others who may be affected by their actions at work, and to co-operate with health and safety matters to help everyone meet their legal requirements.
* To co-operate with managers and colleagues to ensure environmental responsibilities are complied with.
* To carry out tasks at a range of sites that are either operated or managed by the Companies / Trusts or where services are delivered by the Companies / Trusts
* To be involved in any aspects or opportunities for sharing of good practice, expertise and responsibilities within the Companies / Trusts. To generally help promote the work and public image of the Companies / Trusts, always maintaining high standards of customer service and personal appearance.
* To attend and fully engage with all internal training and development requirements and opportunities, and maintain such qualifications as required by the demands of the role.
* To interact positively with customers adopting a friendly and professional approach at all times.
* To comply with the General Data Protection Regulations when dealing with, maintaining, sharing and storing information.
* To undertake other duties as specified, which are appropriate to the qualifications, experience and general level of the post.

**Date Created: May 2025**

**Date Reviewed: May 2025**

**PERSON SPECIFICATION**

**Essential Personal Attributes**

* Results orientated approach.
* Outwardly enthusiastic and self-motivated.
* Creative and ability to think outside the box.
* Adaptable, approachable and flexible.
* Demonstrate good problem-solving initiative.
* Professional pride in work produced.
* Commitment to high standards of quality.
* Honest, reliable and trustworthy.

**Essential Knowledge and Experience**

* Experience in a similar role.
* Experience of managing a small team.
* Full marketing mix knowledge.
* Knowledge of setting-up digital ads.
* Budget setting and managing experience.
* Managing stakeholders and agencies experience.
* CRM and marketing automations tools knowledge.
* Local and national tourism landscape knowledge.
* IT and Microsoft Office e.g. Word and PowerPoint.

**Essential Qualifications**

* A relevant professional qualification or equivalent experience.

**Essential Special Skills**

* Strong commercial awareness.
* Excellent copywriting.
* Excellent verbal communication.
* Strong organisational and planning.
* Excellent attention to detail.
* Working to tight deadlines in a fast-pace environment.
* Develop and maintain professional working relationships.
* Work as part of a team or under own supervision.
* Learning new systems.

**Special Circumstances**

* Ability to work unsociable hours including evenings, weekends, and Bank Holidays.
* Ability to travel between company sites.