**Culture Coventry**

**JOB DESCRIPTION**

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| **Job Title:** | Marketing Officer - Culture |
| **Reporting to:** | Marketing and Communications Manager |
| **Responsible for:** | N/A |

**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**

The Marketing Officer will lead on delivering targeted, innovative, and creative cross-channel marketing campaigns for cultural venues operated by CV Life - The Herbert Art Gallery & Museum, Coventry Transport Museum, Lunt Roman Fort and Coventry Archives.

**MAIN DUTIES OF THE ROLE**

* Work with the Marketing and Communications Manager to formulate the annual marketing plan.
* Co-ordinate and deliver targeted and impactful campaigns utilising the full marketing mix within the allocated budget.
* Plan, create, source or co-ordinate the production of high-quality content for owned, paid and earned media channels e.g. social media, magazine ads and newsletters.
* Set-up digital and pay-per-click advertising campaigns across various platforms e.g. social media and search engine.
* Support with the planning and delivery of marketing campaigns across CV Life’s leisure venues, as and when required.
* Support work with local and national partners, DMO’s and bodies to increase awareness of venues and identify partnership opportunities.
* Source agencies and suppliers, and manage relationships to ensure services are delivered as per the brief.
* Proof check content produced by internal and external resources to ensure it is audience focussed and communicates the key messages.
* Monitor effectiveness of campaign performance and develop contingency plans as and when required, which co-ordinate internal and external resources accordingly.
* Assist with implementing initiatives and delivering actions from the Audience Development Plan and monitor impact to help improve future marketing plans.
* Carry out visitor research, use analytics platforms and reporting dashboards to translate data into useful campaign insights and to inform future marketing campaigns.

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 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 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 support the Company’s commitment to providing a safe environment for children, young people ad 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 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: February 2023**

**Date Reviewed: February 2023**

**PERSON SPECIFICATION**

**Essential Personal Attributes**

* Outwardly enthusiastic and self-motivated.
* Creative and able to think outside the box.
* Adaptable, approachable and flexible.
* Demonstrates good problem-solving initiative.
* Professional pride in work produced.
* Commitment to high standards of quality.
* Honest, reliable and trustworthy.
* Presentable in personal appearance.

**Essential Knowledge and Experience**

* Minimum 2 years’ experience in a similar role
* Marketing campaign planning
* Online and offline marketing channels, including pay-per-click and out of home advertising
* Social media platforms.
* IT and Microsoft Office e.g. Word and PowerPoint.

**Essential Qualifications**

* Educated to degree level and/or holds a relevant professional qualification

**Essential Special Skills**

* Learns new systems quickly.
* Good written and verbal communication skills.
* Strong organisational and planning skills.
* Able to work to tight deadlines in a fast-paced environment.
* Able to develop and maintain professional working relationships.
* Excellent attention to detail.
* Presents ideas and information clearly.
* Ability to work as part of a team or under own supervision.
* Ability to make decisions in unsupervised settings.
* Basic budget and commercial awareness.

**Special Circumstances**

* Ability to work unsociable hours including evenings, weekends, and bank holidays.
* Ability to travel between company sites.
* Interest in working with underrepresented and disadvantaged community groups/individuals.