



## Job Description

<b>Job Title</b>	Marketing Campaigns Manager (Cinema)
<b>Department</b>	Marketing
<b>Grade</b>	D
<b>Location</b>	The Barbican Centre
<b>Responsible to</b>	Head of Marketing
<b>Responsible for</b>	Marketing Assistant

The Barbican presents an ambitious, international programme that crosses art forms, with outstanding artists and performers.

Our Marketing team brings the Barbican's iconic brand to life with engaging campaigns that connect audiences with our vision of arts without boundaries. We're responsible for developing audiences, for generating revenue, and for building the Barbican's reputation nationally and internationally. We achieve this through a mix of audience insight, brand development, customer relationship management, digital innovation and bold, intelligent campaign activity.

### **Purpose of Post**

- Develop and implement creative and eye-catching marketing campaigns to support our artistic programme, focusing on our Cinema programme.
- Support the department's overarching marketing initiatives - Membership scheme, Young Barbican scheme and audience development initiatives - and contribute to projects across the Barbican's arts and creative learning programme as appropriate.

## **Main Duties & Responsibilities**

### **1. Brand and art form messaging**

- Identify key programming strands across Cinema and develop overarching campaigns to tell these stories and engage audiences with our brand
- Be responsible for the messaging of new events, agreeing key selling points and target audiences with programmers, briefing copywriters and designers as appropriate
- Ensure marketing assets meet the highest standards and communicate our brand values
- Act as brand guardian, ensuring all communications created stick to the Barbican brand and all copy follows our copywriting and Brand voice guidelines
- Ensure all third party and external promoter communications follow relevant Barbican brand guidelines

### **2. Campaign Planning**

- Plan and schedule season and individual on sales, coordinating all stakeholders - programmers, Box Office and members of Marketing & Comms teams - in delivery
- Develop and monitor marketing campaigns to support our Cinema programme
- Seek the input of internal stakeholders (Comms and programming teams, Digital Marketing team etc) to feed into campaign planning and involve external partners where appropriate.
- Brief Marketing Assistant in researching audiences and marketing opportunities to support the planning of campaigns and learning
- Ensure Young Barbican, Membership and Creative Learning activity is fully integrated into relevant marketing communications and materials

### **3. Campaign Implementation**

- Manage Marketing Assistant in the implementation of campaigns
- Brief and instruct external editors and copywriters and in-house/external designers in preparing copy and images for campaigns
- Write copy for emails, print and advertising - ensuring accuracy and compliance with style, tone and brand guidelines - and create well-considered design briefs for in-house and external designers
- Liaise with the digital marketing team to develop and promote engaging organic content for Barbican digital platforms

- In liaison with the digital marketing team and media buyers, plan and develop digital campaigns to target specific audiences online, including display advertising, search and social media marketing
- Brief the Barbican's media agency for all advertising requirements and the production of advertising schedules
- Identify and deliver partnership opportunities including sales promotions and third-party activity
- Oversee research to identify new target audiences with Marketing Assistant

#### **4. Communication and Relationship Management**

- Act as the principal contact for Cinema programming teams for enquiries relating to marketing campaigns.
- Acting as a first line of contact, develop and maintain good relationships with our artistic partners, taking a lead in agreeing and delivering marketing benefits, advising on issues such as data-sharing, brand compliance and ensure that, where possible, their marketing activities support the Barbican's overarching marketing objectives.
- Brief and direct external suppliers ensuring they deliver the best quality work, delivered to schedule.
- Liaise with all relevant internal departments including Audience Experience, Comms and Development to ensure they are appropriately briefed on all planned marketing activity and schedules.

#### **5. Budget Responsibility**

- Work with the Head of Marketing to develop your annual budget bid
- Take responsibility for the day-to-day monitoring of individual campaign budgets, ensuring all budget tracking documentation is accurate and up to date.
- Oversee Marketing Assistant in the prompt raising of purchase orders.

#### **6. Research and Reporting**

- Contribute to research projects and post campaign evaluation
- Monitor sales and produce campaign evaluations as required.

## **7. Income Generation and Development**

- Ensure all appropriate commercial messages are integrated into marketing communications to present a holistic view of the Barbican offer, including Development programmes and the Barbican retail and catering offer
- Ensure all sponsor credits are implemented as agreed in any sponsor contracts.

## **8. Other Duties**

- To line manage the Marketing Assistant including dealing with employee relations issues, absence management and annual appraisals.
- Actively seek to implement the City of London's Occupational Health and Safety Policy in relation to the duties of the post, and at all times give due regard to the health and safety of both themselves and others when carrying out their duties.
- Actively seek to implement the City of London's Equal Opportunity Policy and the objective to promote equality of opportunity in relation to the duties of the post.
- To undertake any other duties that may reasonably be requested appropriate to the grade.



## Person Specification

<b>Job Title</b>	Marketing Campaigns Manager (Cinema)
<b>Department</b>	Marketing, Barbican Centre
<b>Grade</b>	D
<b>Trent Position Number</b>	05B0317/001

Please find below the qualifications, experience and technical skills required to undertake this post.

### Experience and skills required

#### Essential

- Significant experience of developing and implementing effective marketing campaigns, preferably in an art venue
- A passion for and wide-ranging knowledge of cinema
- Experience of digital marketing, including search, content creation, innovative use of social media channels and programmatic media planning
- Experience of undertaking data and statistical analysis to evaluate the effectiveness of marketing activity and produce reports and campaign evaluations
- Experience of seeking and engaging new audiences
- Supervisory skills and experience of line management
- Experience of managing significant budgets
- Excellent communication skills including the ability to influence internally and externally and gain trust
- Good negotiation and listening skills with the ability to interpret stakeholder requirements
- Excellent written communication skills with the ability to write engaging copy for all our different communications channels
- Good IT skills including Microsoft Excel

- The ability to work to tight deadlines and maintain a calm, ordered approach

**Other Relevant Information e.g., working hours or desirables (only if applicable)**

We currently work to a hybrid model with at least three days a week onsite.

Hours of work are 35 hours per week, Monday to Friday, with some evening and event work required. A time off in lieu arrangement is applicable in such cases.

**Recruitment – Note to Applicants**

***The qualifications, experience and technical skills will be used in the decision-making process for recruitment. Please give examples of how you have exhibited these behaviours in your previous role(s). It is essential you address the criterion marked as (A) on your application form in the section for supporting information.***

***Be as specific as possible, we cannot guess or make assumptions, but will assess your application solely on the information provided. Try to provide evidence, by examples, where possible, of skills, knowledge and experience contained in this person specification.***



# Summary of Terms and Conditions of Employment

This summary is given as a guide and is not intended to form part of an individual's contract of employment.

## Salary

Starting salary for this job is £36,060 per annum inclusive of London Weighting. This figure will be reviewed annually from 1 July in line with the pay award for other salaried staff within the City of London Corporation.

## Contract

The position is offered on a permanent basis.

## Hours of Work

The hours of work are 10am – 6pm, Monday- Friday, being 35 hours per week excluding lunch break, but the post holder shall be expected to work the hours necessary to carry out the duties of the position.

## Frequency and Method of Payment

This is a monthly paid appointment and salaries are credited to a Bank or Building Society Account on the 11th of each month.

## Annual Leave

There is an entitlement of 28 days annual holiday plus Bank Holiday. There are subsequent increases to entitlement to annual holiday according to length of service.

## Sickness Absence and Pay

The City of London Corporation has a comprehensive Occupational Sick Pay scheme, details of which can be found in the Employee Handbook which will be made available to you upon commencement.

## Pension

You will automatically be admitted to the City of London Corporation's Pension Scheme. Employees contribute between 5.5% and 12.5% of their pensionable pay to the scheme, depending on salary.

If you do not wish to join the Scheme you must make a formal declaration stating you wish to opt out. You may contact the Pensions Office directly should you have any



queries relating to the Local Government Pension scheme and your entitlements under this scheme.

### **Continuous Service**

If you join the City of London Corporation without a break in service (subject to certain exceptions) from another body covered by the Redundancy Payments (Local Government) (Modification) Order 1999, your service with that institution will count for the purpose of continuous service. The amount of continuous service which you have will affect your entitlement to certain contractual benefits; for example, annual leave, sick leave and maternity leave. A full explanation of Continuous Service is contained within the Employee Handbook.

### **Probationary Period**

You will be employed initially on a six month probationary period. Should either party wish to terminate the employment during this period, then one week's notice will be required on either side, except for summary termination for gross misconduct.

### **Notice Period**

One month by either party after satisfactory completion of probationary period.

### **Learning and Employee Development**

The City of London provides for financial support and time off for staff to study for appropriate qualifications which relate to their duties or undertaking professional skills update training. There is also an in house programme covering more general training needs.

### **Employee Volunteering Programme**

Through its partnership and regeneration work, the City of London aims to contribute to the social and economic regeneration of the seven boroughs bordering the City: Camden, Hackney, Islington, Lambeth, Tower Hamlets and Westminster. These boroughs contain some of the most deprived neighbourhoods in the country.

The Employee Volunteering Programme, established in 2002 allows staff to volunteer their time, skills, knowledge and expertise to benefit local residents whilst developing their own professional skills. All staff are given the opportunity, subject to line management agreement, to take 2 days of volunteering leave per year to enable them to do this.