

# Job Description

**Job Title:** Senior Digital Marketing & Audience Insight Manager

**Department:** Marketing

**Grade:** E+

**Location:** Barbican Centre

**Responsible to:** Head of Marketing

**Responsible for:** (Direct) Senior Data & CRM Manager, UX Designer, Social media & Content Manager (Indirect) Insights Manager, Social Media Assistant (x2 FT plus 1 PT)

## Our Purpose

The Barbican is an international arts, conference and learning organisation in the heart of the City of London.

Across its theatres, concert halls, cinemas, galleries, business venues, public and community spaces, the Barbican showcases the most exciting artists and performers from around the world, pushing traditional artistic boundaries and helping us understand our lives in new and unexpected ways. Each year, the Centre presents hundreds of different performances, events and exhibitions that entertain and inspire millions of people, create connections, provoke debate, and reflect the world we live in.

Firmly rooted in its neighbourhood, the Barbican collaborates on projects with local communities, and supports young people and emerging talent to develop their artistic practice and access jobs in the creative industry.

## Our Values

Inclusive, Connected, Sustainable, Daring, Joyful

## Our Strategic Framework Goals

Excite and Engage audiences and communities.

Fuel creative ambition.

Invest in our people and culture.

Revitalise our place.

Build an enterprising business.

Working in line with our values

The Marketing team brings the Barbican's iconic brand to life with engaging, data-driven campaigns that connect audiences with the Barbican.

We lead the brand and marketing strategy for our world-class arts and learning programme and we collaborate closely with our audience experience, communications, F&B, retail, business events and development teams. We are responsible for developing audiences, generating revenue, and building the Barbican's brand and 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

- Lead on the strategic direction and development of the Barbican's digital marketing strategy, communication channels and platforms across website, social, content, email, digital advertising and on-site digital display; identify opportunities to initiate new projects, partnerships and innovations; and be the digital lead to support development of the overarching brand, messaging and positioning of the Barbican.
- Act as product owner for the Barbican's public-facing digital products, including our website [barbican.org.uk](http://barbican.org.uk)
- Lead on the improvement of the Barbican's audience insights and CRM functions to provide effective insights that assist in the delivery of the Audience Strategy

## Main Duties & Responsibilities

### 1. Digital Marketing Strategy

- Lead the Barbican Centre's digital marketing activity, overseeing all digital communications (including email, social and web) across all platforms and channels. Work in partnership with campaign teams to provide strategic guidance and leadership across these areas.
- Ensure that the Barbican is a leader in the arts sector and keep up to date with developments and innovations in the field and beyond.
- Identify digital marketing gaps and opportunities and propose scalable, sustainable solutions.
- Work with the Head of Marketing to deliver the wider organisational digital strategy and ensure all marketing activity responds appropriately to it.
- Take an active role in the Barbican's cross-departmental Digital Strategy Group.
- Advise all other departments and business functions including audience experience, communications, F&B, retail, business events and development teams on digital opportunities.

### 2. Web Development

- As a core member of our cross-functional inhouse website team, own the website roadmap, lead on the development of new functionality and user-centric design and evaluate the impact of changes.
- Work with our agile team of in-house developers, front-end designers and UX designer to continuously iterate and improve the Barbican's web platform.

### **3. Social Media & Content**

- Oversee the social media strategy for the Barbican developing comprehensive content strategy that support the brand and audience strategy and communicates the multi-layered arts programme
- Lead the Social Media & Content Manager and Social Media Assistants in the day to day operation of the Barbican's social platforms and content creation

### **4. Campaign Marketing**

- Work with the art form marketing teams to provide strategic advice and guidance as to how they can best promote their events, engage existing audiences and maximise online sales/ROI.
- Work closely with the Senior Marketing Managers for Performing Arts, Visual Arts & Brand to ensure that brand, event and cross-art campaigns are engaging, effective and integrated with offline activity.
- Work with the Barbican's media agency to ensure a strategic approach to broader digital media planning and buying across the campaign teams and on the development of creative for digital advertising.

### **5. Audience Insight, Data & CRM**

- Ensure that metrics are produced to monitor and evaluate digital performance across all activity, and that results are disseminated and used appropriately to inform future activity.
- Interpret, analyse and generate insights on current and target audiences to monitor and deliver the Audience Strategy
- Oversee all audience data collection, monitoring, analysis and evaluation procedures, ensuring consistency and best practice in approach
- Develop accessible and transparent access to audience data across the organisation, including through reports, monitoring, dashboards and presentations
- Working with the Head of Data and Systems and Senior Marketing Manager, Data & CRM, improve how we use our audience data platform (CRM) to increase organisational access to and understanding of audience data

### **6. Financial Management**

- Take overall responsibility for the annual marketing budget for digital, including ensuring forecasting and provision of information and data as required.
- Monitor monthly financial accounts and resolve discrepancies.
- Ensure best value is achieved and quality standards are maintained for all suppliers.

## **7. Team leadership and people management**

- Manage the core digital and social team, including all areas of recruitment, induction, motivation, appraisal and discipline.
- Ensure relevant training needs are identified and met, and act as mentor when appropriate.
- Develop the digital skills and understanding of the wider marketing team.

## **8. Other duties**

- Ensure all communications adhere to Barbican brand guidelines and policy including materials produced by third parties and external promoters where the Barbican brand is featured.
9. 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.
10. 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.
11. To undertake any other duties that may reasonably be requested appropriate to the grade

# Person Specification

**Job Title:** Senior Digital Marketing & Audience Insight Manager

**Department:** Marketing

**Grade:** E+

**DBS Criterion:** No DBS

**Security Vetting Criterion:** No security vetting is required

**Politically Restricted Post Criterion:** This post is *not* politically restricted

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

## Experience Required

1. Proven experience in a digital marketing role within the arts, retail, entertainment or hospitality sector or a related sector.
2. Proven experience managing CRM and loyalty strategies in a complex organisation.
3. Significant experience managing all digital communication including email, website and social and ensuring an integrated and cohesive message for a brand led organisation.
4. Experience of successfully developing digital marketing strategies which support organisational objectives and increase traffic and revenues.
5. Significant experience in the development, delivery and management of digital products and strategies which support organisational goals and objectives.
6. Budget management experience

## Technical Skills & Knowledge

1. High level of knowledge and expertise in content architecture, UX, accessibility, content strategy, user testing and evaluation
2. Ability to devise monitoring and evaluation metrics and produce evidence-based recommendations for digital plans and strategies.
3. Ability to monitor trends, developments and innovation in digital products, marketing and services and use this to inform the strategic development of such services in a commercial arts organisation.
4. Strong leadership and team management skills with experience of line management and cross-functional, multi-disciplinary teamwork
5. Strategic thinking with the ability to develop and implement long-term digital marketing strategies that are data informed

## 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) and experience. It is essential you address the criterion marked as (A) on your application form in the section for supporting information, this will be the minimum criteria for shortlisting.***



***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.

## **Contract**

The position is offered on a permanent basis.

## **Salary**

The salary range for this job is £48,080 - £53,990 per annum inclusive of all allowances. 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.

## **Pension**

The pension scheme provided by the City of London is the Local Government Pension Scheme (LGPS). The LGPS is a public sector, statutory, funded, defined benefit pension scheme. Benefits are accrued based upon scheme member's salary and the length of time for which they are a member of the scheme.

You will automatically be admitted to the City of London Corporation's Pension Scheme. Member contributions are based upon the rate of pensionable pay received by the scheme member. Members contribute between 5.5% and 12.5% of their pensionable pay to the scheme, depending on salary. Please see here for the [contribution bands](#). There is also an option to join the 50/50 section of the scheme where members pay half the contribution rate and accrue benefits at half the accrual rate.

**The current employer contribution rate for the City of London is 21%.**

Further details can be found on the national [LGPS website](#) and/or the [City's pension website](#).

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.

## **Hours of Work**

Normal hours of work are 10:00 – 18:00, Monday to Friday, being 35 hours per week excluding lunch breaks, 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 Holidays. There are subsequent increases to entitlement to annual holiday according to length of service.

## **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**

Two months 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.

## **City Benefits**

As an employee of the City Corporation, you have access to exclusive discounts and privileges through a combination of internal offers from our departments and an external service we have subscribed to from Reward Gateway.

## **Employee Volunteering Programme**

The City Corporation, in line with its aims to contribute to a flourishing society, shape outstanding environments and support a thriving economy, offers employees paid special leave time during normal hours to encourage employees to volunteer their time and skills to Volunteer Involving Organisations (VIOs) operating within the Square Mile, London and beyond.

Full-time employees may take up to 2 days or 14 hours per year in which to volunteer, between 1 January and 31 December. For temporary and part time employees these hours are adjusted pro rata. Volunteering time can be taken in smaller bite size e.g. 2 hours a week over 7 weeks, where this can be accommodated by the City Corporation and meets the requirements of the volunteer organisation

## **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.



# barbican

We are London's  
**Creative Catalyst**  
for arts, curiosity  
and enterprise



We spark creative possibilities and transformation for artists, audiences, and communities – to inspire, connect and provoke debate.

We are the place to be in this Destination City, where everyone is welcome. Our impact is felt far outside our walls and ripples beyond the experiences we offer – locally, nationally and internationally.

[barbican.org.uk/values](http://barbican.org.uk/values)

