

JOB DESCRIPTION

Job Title: Marketing Manager

Responsible to: CEO. The role is part of our Senior Management Team.

Responsible for: no direct line management, but responsible for working relationships with suppliers.

Salary: £31,000 p/a pro rata (£18,600 p/a for 0.6FTE)

Contract: permanent contract for 0.6 FTE, 3 days per week. One working day must be a Tuesday, flexibility on when remaining 2 days are worked. Occasional evening and weekend working is a requirement.

Location: New Brewery Arts, Cirencester

Closing date for applications: Friday 16th February 2024, 6pm

About Us

New Brewery Arts connects people with the hand-made, promotes the joy and fulfilment of making and celebrates the role of craft and creativity in all our lives.

Formed by and for the local community in 1978 as Cirencester Workshops, Brewery Arts was established in 1984. Today we are a vibrant craft organisation where creativity takes place every day. Our studios are spaces for professional craftspeople – they hum to the sounds of glass furnaces and jewellers' hammers. Our teaching studios are vibrant, full of life, chatter, community, learning and making with others. Today ceramics, bookbinding, sketching, and stained-glass classes fill the building. Our gallery is a space to reflect on social issues and ideas played out in the hands of exceptional makers from the UK and around the world. This charitable work is supported by a commercial services arm (retail, café and accommodation), providing a welcoming space for our communities to spend time with us and with the handmade.

Craft plays a big role in the wellbeing of our community and of us all as individuals and retail suppliers. Craft is a journey that leads to the development of skills, confidence and a sense of achievement. Craft is a language of materials and making, through it we understand the value of things and connect with human ingenuity, skill and imagination; through their materials we learn of the resources used, making us more responsible consumers.

Last year we welcomed over 150,000 people through our doors (excluding accommodation guests). Each person who visited engaged with craft through our multiple touchpoints – exhibitions, participation, studios and retail. 93% of our visitors said they felt more enthusiastic about craft after visiting us.

Job Summary

New Brewery Arts is seeking to hire an exciting and experienced Marketing Manager with a passion for craft and a curiosity about making and creativity. With an eye for a good story and a proven track record of creating impactful marketing and PR campaigns, the candidate will be a creative self-starter with a sound commercial awareness. The successful candidate will be responsible for building our reputation and brand. Attention to detail and a proven ability to deliver consistently high-quality content are essential. The heart of the role is to increase audience engagement with New Brewery Arts and to grow revenue-generating activities and fundraising activities.

An outgoing personality able to engage with a small and highly committed team of professionals is desirable, and a natural ability to develop strong external relationships with counterparties, consultants and supporters at all levels is key.

Salary: £ 18,000 based on working 3 days a week, (full-time equivalent salary £30,000).

Key Responsibilities

- The Marketing Manager is responsible for developing and executing on New Brewery Arts's marketing strategy and the delivery of content across all channels to:
 - increase visitor & participation numbers,
 - promote exhibitions & events,
 - grow revenue-generating activities and fundraising activities.
- Devise, communicate and execute strategic, multi-channel campaigns to achieve visitor growth to New Brewery Arts and our exhibitions, events, and participatory activities.
- Build, manage and monitor budgets to ensure value for money and return on investment.
- Support and collaborate with the Senior Management Team (SMT) to grow revenue-generating activities.
- Support New Brewery Arts fundraising activity with a specific focus on marketing/promoting individual giving schemes, as well as to support the CEO develop long-term relationships with trusts, foundations and other donor organisations and benefactors.
- Own and plan the annual communications and marketing calendar.
- Prepare and distribute press releases and event listings, tailoring content for different audiences and ensuring a year-round media presence.
- Maintain and grow a database of relevant media contacts.
- Brief, commission and manage relationships with external suppliers.

Digital Content

- Set and implement content strategy across all New Brewery Arts website and social media platforms.
- Produce and commission rich, engaging multimedia digital content – text, photography, video, audio, graphics – for website, email newsletters and social media platforms.
- Pro-actively drive earned editorial and digital coverage.
- Ensure up-to-date, high quality user experience on New Brewery Arts website.
- Cultivate New Brewery Arts's voice and visual presence across all platforms.

Access, equality, diversity and inclusion

- Ensure New Brewery Arts' website and all marketing materials communicate our Purpose, Vision and Values. Also, that all such materials are accessible, adopt best practice and meet our audience's needs.

Reporting and data management

- Establish metrics and other measurement indicators and a reporting framework to track performance, report to CEO and Trustees on a quarterly basis.
- Use data analytics and insights to and increase audience engagement and reach.
- Monitor and maintain brand guidelines, ensuring a consistent use of New Brewery Arts branding across the organisation and in all communications,

Personal requirements

Education & Experience

- At least three years' experience working within a similar environment – preferably in museums, galleries or other venue based organisation.
- Demonstrable experience of devising and implementing communications, marketing and digital strategies.
- Financial and commercial awareness.
- Qualified to degree level preferably with sector or industry body membership or equivalent (desirable).

Skills & Knowledge

- Excellent written and verbal communication skills
- Experience producing and commissioning content for digital and social media platforms.
- Knowledge of graphic design and ability to create and/or commission content of high quality compatible with New Brewery Arts's branding.
- Excellent organisational skills, including effective planning and prioritisation across multiple diverse projects, working to tight deadlines.
- Sound financial management skills; budget setting, control and monitoring.
- Excellent negotiating and influencing skills.
- Up-to-date proficiency and knowledge of relevant digital platforms and software.
- Knowledge of GDPR operational best practice.
- Commitment to Equality, Diversity and Inclusion.

Personal Qualities

- Passion and enthusiasm for working in the craft sector
- Highly organised with integrity, and professionalism, an eye for detail and self-motivated
- Ideas, excitement and energy and happy to roll up their sleeves.
- High levels of resilience and adaptability. Ability to work under pressure, meet deadlines and multitask.
- Outstanding interpersonal skills with an ability to interact with people from all backgrounds and ages with confidence, using tact and diplomacy.

notes for applicants.

At New Brewery Arts we are looking for people who reflect the diversity of our communities to help us work in new ways and become more relevant to the diversity of people and communities we serve. This is not present in our current workforce, so we particularly encourage applications from people with diverse backgrounds and life experience. Do let us know if you have any access needs relating to making an application.