

JOB TITLE:	Marketing Officer
REPORTS TO:	Marketing & Development Manager
SALARY:	£25k pro rata
HOURS:	28-35 hours per week (dependent on candidate) for an initial period of 12 months subject to review

The Queen's Hall is one of the city's best-loved music venues. Its programme includes classical, jazz, folk, rock, pop, and independent contemporary music, as well as comedy and spoken word, and attracts around 90,000 audience members each year. It is host to local acts and international performers, emerging and acclaimed artists, showcasing up to 200 events per annum, and is also an important Edinburgh festivals venue.

Pre-pandemic we promoted between 25-40 of our own shows each year. We are currently predominantly a venue-for-hire with external promoters booking the space for their artists but will increase our own activity as we build back our reserves post-pandemic.

The venue is managed by a small, enthusiastic core team. We are seeking a Marketing Officer who is looking for a busy, flexible, and collaborative role to assist with overall venue marketing, individual show promotion and the advancement of fundraising and development initiatives with the opportunity to work across the whole marketing mix in different areas of the business.

JOB OVERVIEW:

To support the Marketing & Development Manager in effective marketing campaigns to promote both The Queen's Hall as a venue and the shows on stage. To assist with the strategic growth of the business, undertake research and suggest marketing initiatives to aid this. To assist with development projects and support fundraising initiatives as necessary. Be a proactive and enthusiastic member of the team, ensuring that a positive experience of The Queen's Hall is promoted and experienced by all users and stakeholders, who are kept fully informed and engaged.

KEY RESPONSIBILITIES

Website management

- Add events to the website in a timely manner following QH layout and brand guidelines, ensuring all relevant information and images are correct and as requested by the promoter. Source additional content to engage customers and drive sales.
- Keep all areas of the website up-to-date, relevant, and engaging including adding news items and support campaigns, and ensuring all information is the latest version available.
- Manage problems by liaising with web developers and reporting issues.

Social Media

- Increase and engage an audience for QH on Facebook, Twitter, and Instagram by developing our voice and maintaining a regular schedule of posts and interacting with followers.
- Regularly analyse statistics, record weekly stats, and ensure posts reflect best practice
- Suggest other opportunities for social media and create engaging content

- Respond to customer messages, comments, and reviews across social media platforms in a timely and helpful manner
- Manage Facebook advertising to get best ROI.
- Assist with creation of compelling fundraising campaigns

Event Marketing & Design

- Liaise with promoters for copy and images as per QH marketing guidelines.
- Liaise with promoters on advertising opportunities.
- Design print collateral for QH promotions where possible and liaise with external designer when necessary.
- Design print collateral for other QH departments, especially fundraising, or liaise with external designer.
- Liaise with suppliers to get the best deals for print.

Copywriting, advertising, publicity, and press

- Create monthly e-newsletter, solus emails and fundraising communications.
- Ensure posters and flyers around the venue (internal and external) are up-to-date and visible.
- Ensure signage around QH is on brand and relevant
- Liaise with promoters wishing to do extra advertising.
- Maintain an up-to-date list of relevant press.
- Write and distribute press releases.
- Maintain a record of press cuttings.

Other

- Report weekly to Marketing & Development Manager and provide any data required for internal reporting requirements when requested
- Build customer and supporter lists, send mailings, create reports within our CRM/Ticketing system (Spektrix)
- Ensure all correspondence and data storage is always within GDPR and PECR guidelines. Advise colleagues on compliance and assist in management of assets and records.
- Record any expenditure, ensure spending is kept within specified limits and correctly allocated. Pass invoices to finance.
- Ensure finance are kept updated on any marketing spend to be taken from settlement figures.
- Assist other departments occasionally if required e.g., Box Office
- Undertake any other tasks as determined by the needs of the business

EMPLOYEE SPECIFICATION

The Marketing Officer will have some previous experience in a similar role, ideally in an arts organisation, be able to work periods without supervision and understand the need to provide excellent work to a high standard.

A calm, positive and friendly outlook is required when dealing with all stakeholders and staff. Pride in the level of service offered and the work produced is crucial, as is a proactive attitude to ensure a very high standard of service to anyone interacting with The Queen's Hall.

Applicants must have the Right to Work in the UK.

Essential Experience/skills	Desirable Experience/skills
Similar role in an arts organisation.	Interest in live music.
Digital and social media experience across (in particular) Facebook, Twitter, and Instagram.	Networking and communication skills.
Copywriting: ability to tailor to different mediums and different target audiences.	Experience of design.
Excellent attention to detail and proofreading skills.	Thinks of innovative solutions and ideas.
Ability to manage multiple projects at any one time.	Budgeting.
Use of Microsoft Office, including Excel.	Experience of CRM/ticketing systems
Team player but able to work on own initiative.	Project planning, management, and reporting.
Excellent customer service.	
Problem solver.	
Professional and well-presented.	

For Guidance and will be included in Contract of Employment:

Hours of work

35 hours per week. Part-time (minimum 28 hours) will be considered. Occasional evening work may be required. Hours worked overtime can be taken as time-off-in-lieu (TOIL) as agreed in advance.

The Queen's Hall staff are expected to attend events and where necessary, board & other meetings.

This is a new post and will initially be offered as a 12-month contract. 3 month probationary period.

Benefits

- 25 days holiday and 10 public holidays (pro-rata)

HOW TO APPLY

Please send your CV (maximum two pages) and a covering letter (maximum one page) to Emma Mortimore, Marketing & Development Manager: emmam@queenshalledinburgh.org by **5pm on Friday 5 November 2021** with 'Marketing Officer' in the subject line.

Interviews will be held **Tuesday 16 November**, ideally face-to-face, although Zoom will be an option. Please let us know in your application if this date is problematic and we will be flexible where possible.

If you would like an informal chat about the role, please contact Emma Mortimore on the above email to arrange a suitable time.