



## **HULL CULTURE AND LEISURE LTD**

### **JOB DESCRIPTION & PERSON SPECIFICATION**

|                         |                   |                                |
|-------------------------|-------------------|--------------------------------|
| <b>SERVICE AREA:</b>    | Cultural Services | <b>POSITION NO:</b>            |
| <b>SECTION:</b>         | Theatre and Halls | <b>GRADE:</b> 4                |
| <b>JOB TITLE:</b>       | Marketing Officer | <b>DATE PREPARED:</b> 02.05.17 |
| <b>EVALUATION DATE:</b> | 04 May 2017       | <b>JE NUMBER:</b> HCL063       |

**DIGNITY AT WORK:** To show, at all times, a personal commitment to treating all customers and colleagues in a fair and respectful way, which gives positive regard to people's differences and individuality (for example, gender, gender identity, nationality or ethnic origin, disability, religion or belief, sexual orientation, age). Assists in ensuring equal access to services and employment opportunities for everyone and promotes the Company's Equal Opportunities in Employment Policy.

#### **PURPOSE:**

To assist with the effective development, implementation and monitoring of marketing & audience development plans and campaigns for the Theatre and Halls Service, which enhance the profile of the venues and services within Theatre and Halls, maximise income generating opportunities, promotes the growth of attendances at all events and ensures a high quality customer experience is delivered.

Support the planning, promotion and delivery of learning, participation and community programmes, workshops and projects to maximise use of the venues and increase engagement with young people, community groups and individuals.

Assist with the programming and promotion of accessible performances (ie audio description, touch tours, signed performances).

#### **PRINCIPAL ACCOUNTABILITIES:**

*Please note decision making must be included within the Principal Accountabilities*

|    |                                                                                                                                                                                                                                                                     |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. | Contribute to the development, implementation and monitoring of creative marketing, audience development and sales plans and campaigns, that identify current and potential markets and expand Theatre and Halls audience and maximise sales.                       |
| 2. | Effectively work within budgets ensuring that allocated campaigns and activity are delivered within budget and designed to achieve set targets for ticket, revenue and audience figures.                                                                            |
| 3. | Devise and co-ordinate the production of high quality marketing and audience development materials including print, direct mail, season brochures and programmes, liaising with designers, agencies and printers as appropriate and proof reading text as required. |
| 4. | Assist in developing and maintaining positive working relationships and networks of communication with key education partners, individuals and organisations to facilitate audience development and potential sponsorship and funding opportunities.                |

|     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5.  | Support the planning, promotion and delivery of learning, participation and community programmes, workshops and projects to maximise use of the venues and increase engagement with young people, community groups and individuals.                                                                                                                                                                                                                                   |
| 6.  | Assist with the programming and promotion of accessible performances (ie audio description, touch tours, signed performances)                                                                                                                                                                                                                                                                                                                                         |
| 7.  | Arrange the targeted distribution of all Theatres and Halls printed materials by researching outlets and liaising with the Theatres and Halls' distribution agents, evaluating and reporting on the success of distribution methods used.                                                                                                                                                                                                                             |
| 8.  | Effectively supervise casual staff and volunteers as appropriate within the Audience Development Team to ensure team members are competent and well trained and able to provide an excellent customer service.                                                                                                                                                                                                                                                        |
| 9.  | Assist in devising, undertaking and interpreting detailed audience development research activities for users and non-users making informed recommendations for future programme development.                                                                                                                                                                                                                                                                          |
| 10. | Assist in developing and conducting effective and regular consultation with audiences, customers and clients ensuring all services are effectively monitored and evaluated.                                                                                                                                                                                                                                                                                           |
| 11. | Assist with the development and operational delivery of Theatre and Halls communications across all channels ensuring that all creative, marketing and PR activities are well managed and evaluated, taking immediate action as appropriate if an event or service is failing to reach its potential income target and maximum audience.                                                                                                                              |
| 12. | Liaise with the media and external companies to arrange press events, co-ordinate interviews and any other media activity, monitoring coverage and attending events as appropriate.                                                                                                                                                                                                                                                                                   |
| 13. | Liaise with production companies and partners to write copy for specific stakeholders including press releases, and other promotional articles on behalf of the venues, productions, schools and events.                                                                                                                                                                                                                                                              |
| 14. | Regularly update Theatres and Halls website and other social networking groups to ensure a strong and relevant on-line presence.                                                                                                                                                                                                                                                                                                                                      |
| 15. | Plan advertising campaigns , brief advertising agencies and oversee schedules                                                                                                                                                                                                                                                                                                                                                                                         |
| 16. | Liaise with production companies to write copy for specific stakeholders including press releases, and other promotional articles on behalf of the venues, productions and events.                                                                                                                                                                                                                                                                                    |
| 17. | Ensure that the Company's and client's liabilities and duties under relevant legislation are fully complied with including the procurement of services, data protection, etc..                                                                                                                                                                                                                                                                                        |
| 18. | The Health and Safety at Work etc. Act 1974 and associated legislation places responsibilities for health and safety on Hull Culture and Leisure Ltd, as your employer and you as an employee of the Company. In addition to the Company's overall duties, the post holder has personal responsibility for their own health & safety and that of other employees; additional and more specific responsibilities are identified in the Company's Corporate H&S policy. |

#### **GENERAL:**

The above principal accountabilities are not exhaustive and may vary without changing the character of the job or level of responsibility. The postholder must be flexible to ensure the operational needs of the Company are met. This includes the undertaking of duties of a similar nature and responsibility as and when required, throughout the various work places in the Company.

#### **DIMENSIONS:**

**All sections should be completed – if there aren't any state 'none'**

##### **1. Responsibility for Staff:**

Supervisory responsibility for designated staff within the Audience Development Team, specifically casuals, volunteers and work experience students as appropriate

## **2. Responsibility for Customers/Clients:**

Effective Interactions and excellent levels of customer care with internal and external customers and clients are central to this role – over 500 events are held annually within Theatre and Halls.

Responsible for ensuring all collection and use of customer data is in strict compliance with the Data Protection Act. The post holder is also responsible for the security of this data whilst on duty and the need to ensure robust systems are in place to ensure responsible house-keeping and transferral or disposal of information when appropriate. Over 200,000 tickets are sold to patrons annually with ticket sales income amounting to £3,400,000.

Consults with service users and non service users to monitor and evaluate customer feedback

Responsible for the production of accurate and consistent communications materials for customers

## **3. Responsibility for Budgets:**

No direct responsibility for budgets; works within specified budgets.

## **4. Responsibility for Physical Resources:**

Whilst on duty management, maintenance and responsible use of fixed and portable equipment and IT systems which includes a sophisticated computerised ticketing system and customer database and events booking system – shared.

The post holder will have responsibility for the production and safe keeping of communications materials, eg, programmes, newsletters, etc.

## **WORKING RELATIONSHIPS:**

**All sections should be completed – if there aren't any state 'none'**

### **1. Within Service Area/Section:**

Maintain collaborative and operational relationships with all staff within Theatre and Halls to ensure all customer requests and services are co-ordinated and of the highest standards possible and that information is presented in meaningful programmes of communication.

### **2. With Any Other Company Areas**

Maintains positive and collaborative relationships with other Company service areas to facilitate effective communications and partnership working.

Ensures effective communication with Elected Members.

Other Company departments as appropriate to ensure effective operation of the Sales and Audience Development function.

### **3. With External Bodies to the Company**

Hull City Council - Ensures effective communication with Elected Members.

Other council departments as appropriate to ensure effective operation of the Sales and Audience Development function

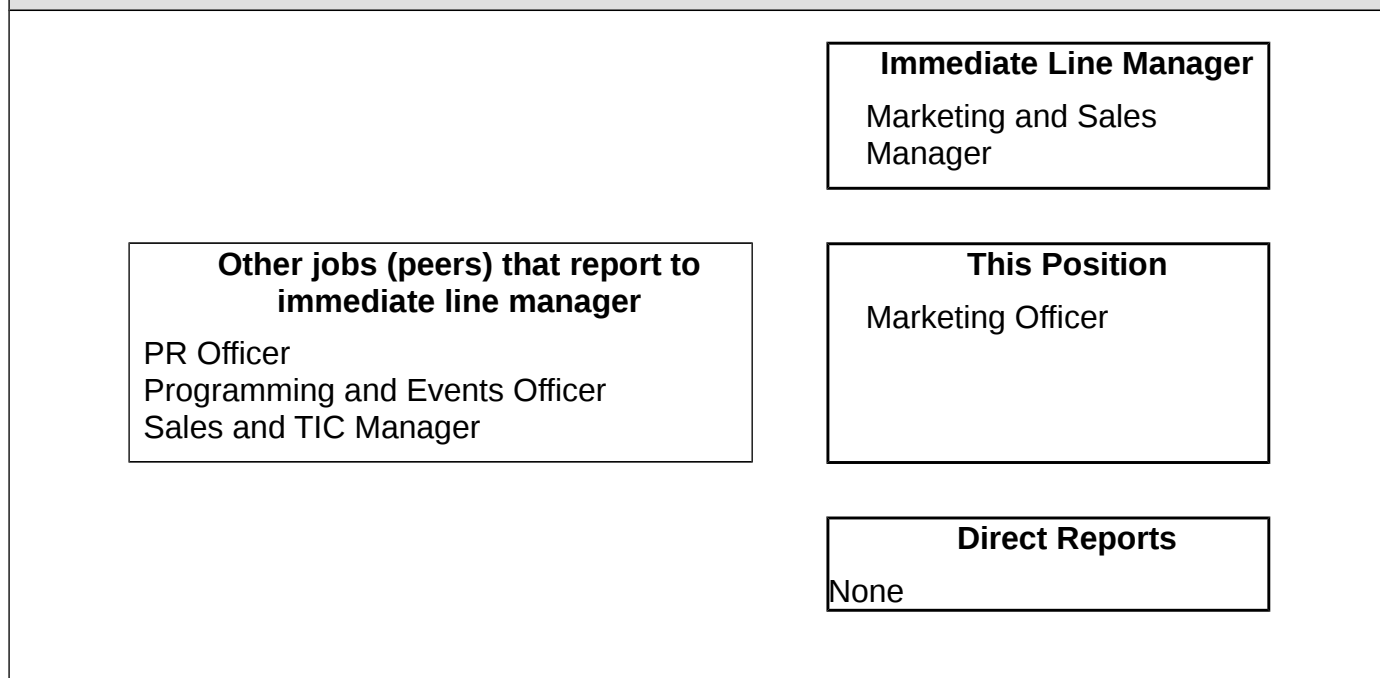
Establish effective external networks with external agencies, media, agents, promoters, local communities, education and other stakeholders to develop a variety of promotional and development initiatives, maximising the income, profile and effectiveness of the venues and programmes.

Assists with liaising and negotiating with artists, agents and organisations on behalf of the Company in order to provide an effective audience development and marketing service.

Efficient communication of complex concept, design, layout and functionality needs for promotional material to design agencies in creative briefs and maintaining appropriate levels of contact through design projects to ensure the end result fulfils its objectives and meets deadlines.

Others as appropriate for the development of service priorities.

#### ORGANISATION CHART:



|                                                                                                                                                                    | Tick relevant level for each category |     |          |      |           |         | Supporting Information (if applicable)                                                                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|-----|----------|------|-----------|---------|----------------------------------------------------------------------------------------------------------------|
|                                                                                                                                                                    | Not applicable                        | Low | Moderate | High | Very High | Intense |                                                                                                                |
| <b>PHYSICAL DEMANDS:</b><br>Physical Effort and/or Strain – (tiredness, aches and pains over and above that normally incurred in a day to day office environment). |                                       | √   |          |      |           | N/A     | The nature of the work can involve unsociable hours, exposure to noise from events and standing during events. |
| <b>WORKING CONDITIONS:</b><br>Working Conditions – (exposure to                                                                                                    |                                       | √   |          |      |           |         | As above.                                                                                                      |

|                                                                                                                                             |  |   |  |  |  |     |                                                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------|--|---|--|--|--|-----|-----------------------------------------------------------------------------|
| objectionable, uncomfortable or noxious conditions over and above that normally incurred in a day to day office environment).               |  |   |  |  |  | N/A |                                                                             |
| <b>EMOTIONAL DEMANDS:</b><br>Exposure to objectionable situations over and above that normally incurred in a day to day office environment. |  | √ |  |  |  |     | Occasionally having to deal with complaints from clients/promoters/customer |

| PERSON SPECIFICATION                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                        | Tick relevant column                                  |           | List code/s*   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|-----------|----------------|
| The information listed as essential (the column that is shaded) is used as part of the job evaluation process. The requirements identified as desirable are used for recruitment purposes only.<br>*Codes: AF = Application Form, I = Interview, CQ = Certificate of Qualification, R = References (should only be used for posts requiring CRB's), T = Test/Assessment, P = Presentation |                                                                                                                                                                        | Essential                                             | Desirable | How identified |
| 1.                                                                                                                                                                                                                                                                                                                                                                                        | Qualifications:                                                                                                                                                        |                                                       |           |                |
|                                                                                                                                                                                                                                                                                                                                                                                           | Professional qualification or vocational training within marketing audience development or education or relevant practical experience                                  | √                                                     |           | AF/CQ          |
|                                                                                                                                                                                                                                                                                                                                                                                           | Evidence of continued professional development relevant to job role                                                                                                    |                                                       | √         | AF/CQ          |
| 2.                                                                                                                                                                                                                                                                                                                                                                                        | Relevant Experience:                                                                                                                                                   |                                                       |           |                |
|                                                                                                                                                                                                                                                                                                                                                                                           | Significant experience of using computerised ticketing systems and databases                                                                                           | √                                                     |           | AF/I           |
|                                                                                                                                                                                                                                                                                                                                                                                           | Experience of implementing, monitoring and evaluating successful sales and marketing plans and campaigns to deliver organisational objectives                          | √                                                     |           | AF/I           |
|                                                                                                                                                                                                                                                                                                                                                                                           | Experience of devising and implementing creative audience development and marketing campaigns and communication activity in an entertainment and theatres environment. | √                                                     |           | AF/I           |
|                                                                                                                                                                                                                                                                                                                                                                                           | Demonstrable experience of devising, undertaking and interpreting market research in an arts and entertainment environment.                                            | √                                                     |           | AF/I           |
|                                                                                                                                                                                                                                                                                                                                                                                           | Proven track record of effectively working within budgets to meet financial targets                                                                                    | √                                                     |           | AF/I           |
|                                                                                                                                                                                                                                                                                                                                                                                           | Experience of assisting in developing funding and sponsorship opportunities                                                                                            |                                                       | √         | AF/I           |
|                                                                                                                                                                                                                                                                                                                                                                                           | Experience of dealing effectively with schools and education partners                                                                                                  |                                                       | √         | AF/I           |
|                                                                                                                                                                                                                                                                                                                                                                                           | Experience of dealing effectively with local and regional media to deliver successful campaigns                                                                        |                                                       | √         |                |
|                                                                                                                                                                                                                                                                                                                                                                                           | Experience of print/design production and liaising with external agencies and designers                                                                                |                                                       | √         | AF             |
|                                                                                                                                                                                                                                                                                                                                                                                           | Experience of using Artifax Event Management System and Spektrix Ticketing System.                                                                                     |                                                       | √         | AF             |
|                                                                                                                                                                                                                                                                                                                                                                                           | 3.                                                                                                                                                                     | Skills (including thinking challenge/mental demands): |           |                |
| Ability to analyse and manipulate data to understand its meaning                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                        | √                                                     |           | AF/I           |

| PERSON SPECIFICATION                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                 | Tick relevant column |           | List code/s*   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-----------|----------------|
| The information listed as essential (the column that is shaded) is used as part of the job evaluation process. The requirements identified as desirable are used for recruitment purposes only.<br>*Codes: AF = Application Form, I = Interview, CQ = Certificate of Qualification, R = References (should only be used for posts requiring CRB's), T = Test/Assessment, P = Presentation |                                                                                                                                                                                                                 | Essential            | Desirable | How identified |
|                                                                                                                                                                                                                                                                                                                                                                                           | Ability to devise and implement creative audience development and marketing campaigns in an entertainment and theatres environment.                                                                             |                      |           |                |
|                                                                                                                                                                                                                                                                                                                                                                                           | Ability to work on own initiative and effectively as part of a team.                                                                                                                                            | √                    |           | AF/I           |
|                                                                                                                                                                                                                                                                                                                                                                                           | Ability to work across different art forms and with a wide range of individuals and organisations to establish good working relationships necessary for the promotion and development of the service objectives | √                    |           | AF/I           |
|                                                                                                                                                                                                                                                                                                                                                                                           | Highly competent ITC skills                                                                                                                                                                                     | √                    |           | AF/I           |
|                                                                                                                                                                                                                                                                                                                                                                                           | Ability to work effectively with the media                                                                                                                                                                      | √                    |           | AF/I           |
|                                                                                                                                                                                                                                                                                                                                                                                           | Ability to commission print from origination of creative brief, project management and delivering to deadline with a good graphic eye                                                                           | √                    |           | AF/I           |
|                                                                                                                                                                                                                                                                                                                                                                                           | Flexible and adaptable to fluctuating workloads                                                                                                                                                                 | √                    |           | AF/I           |
| 4.                                                                                                                                                                                                                                                                                                                                                                                        | <b>Knowledge:</b>                                                                                                                                                                                               |                      |           |                |
|                                                                                                                                                                                                                                                                                                                                                                                           | Knowledge of the preparation and implementation of marketing, audience development and sales strategies and plans                                                                                               | √                    |           | AF/I/P         |
|                                                                                                                                                                                                                                                                                                                                                                                           | Knowledge of customer segmentation and the marketing mix                                                                                                                                                        | √                    |           | AF/I           |
|                                                                                                                                                                                                                                                                                                                                                                                           | Knowledge and experience in the concepts of effective market research                                                                                                                                           | √                    |           | AF/I/P         |
|                                                                                                                                                                                                                                                                                                                                                                                           | Knowledge and experience of funding organisations and opportunities within Arts and Entertainments                                                                                                              |                      | √         | AF/I           |
|                                                                                                                                                                                                                                                                                                                                                                                           | Knowledge of the entertainment and theatres industries.                                                                                                                                                         | √                    |           | AF/I           |
|                                                                                                                                                                                                                                                                                                                                                                                           | Knowledge of educational activities within the arts                                                                                                                                                             | √                    |           | AF             |
|                                                                                                                                                                                                                                                                                                                                                                                           | Understanding of the importance of good press and media relations                                                                                                                                               | √                    |           | AF/I           |
|                                                                                                                                                                                                                                                                                                                                                                                           | Political awareness and understanding of local government structures, policy and practice.                                                                                                                      |                      | √         | AF             |
| 5.                                                                                                                                                                                                                                                                                                                                                                                        | <b>Interpersonal/Communication Skills:</b>                                                                                                                                                                      |                      |           |                |
|                                                                                                                                                                                                                                                                                                                                                                                           | <b>Verbal Skills</b>                                                                                                                                                                                            |                      |           |                |
|                                                                                                                                                                                                                                                                                                                                                                                           | Ability to establish professional, effective working relationships with a range of partners/colleagues and children & young people and/or vulnerable adults.                                                    | √                    |           | AF             |
|                                                                                                                                                                                                                                                                                                                                                                                           | Excellent interpersonal and customer care skills as this post involves extensive contact with the public, show promoters, external agencies and support services                                                | √                    |           | AF/I/P         |
|                                                                                                                                                                                                                                                                                                                                                                                           | Effective communication skills in order to present information both verbally and in writing to a variety of audiences                                                                                           | √                    |           | AF/I           |
|                                                                                                                                                                                                                                                                                                                                                                                           | Innovative, creative and imaginative approach to produce effective communications and audience development strategies                                                                                           | √                    |           | AF/I           |
|                                                                                                                                                                                                                                                                                                                                                                                           | Effective organisational and project management skills with the ability to plan, develop and prioritise work in order to meet deadlines and changes in priority                                                 | √                    |           | AF/I           |

| PERSON SPECIFICATION                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                   | Tick relevant column |           | List code/s*            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-----------|-------------------------|
| The information listed as essential (the column that is shaded) is used as part of the job evaluation process. The requirements identified as desirable are used for recruitment purposes only.<br>*Codes: AF = Application Form, I = Interview, CQ = Certificate of Qualification, R = References (should only be used for posts requiring CRB's), T = Test/Assessment, P = Presentation |                                                                                                                                                                                                                                   | Essential            | Desirable | How identified          |
|                                                                                                                                                                                                                                                                                                                                                                                           | Excellent negotiation and problem solving skills with the ability to analyse statistical and qualitative information and present options for action.                                                                              | √                    |           | AF/I                    |
|                                                                                                                                                                                                                                                                                                                                                                                           | <b>Written Skills</b>                                                                                                                                                                                                             |                      |           |                         |
|                                                                                                                                                                                                                                                                                                                                                                                           | Ability to produce clear, concise, accurate correspondence and written communications of all types that establish high quality documents, reports, newsletters, web data and media communications                                 | √                    |           | AF/I                    |
|                                                                                                                                                                                                                                                                                                                                                                                           | Ability to analyse and present information and data effectively from a range of sources                                                                                                                                           | √                    |           | AF/I                    |
|                                                                                                                                                                                                                                                                                                                                                                                           | Excellent copy writing and proof reading skills to present accurate information in programmes and documents                                                                                                                       | √                    |           | AF/I                    |
|                                                                                                                                                                                                                                                                                                                                                                                           | Able to produce comprehensive and audience specific materials that communicate effectively for a range of different audiences, clients, partners and funding organisations                                                        | √                    |           | AF/I                    |
| 6.                                                                                                                                                                                                                                                                                                                                                                                        | <b>Other:</b>                                                                                                                                                                                                                     |                      |           |                         |
|                                                                                                                                                                                                                                                                                                                                                                                           | Some evening and weekend work will be required; therefore a flexible approach to working hours and willingness to work unsocial hours including evenings and weekends.                                                            | √                    |           | AF/I                    |
| <b>The requirements listed below are not considered during the job evaluation process, but are essential requirements for the role that will be assessed during the recruitment process.</b>                                                                                                                                                                                              |                                                                                                                                                                                                                                   |                      |           |                         |
| 7.                                                                                                                                                                                                                                                                                                                                                                                        | <b>Additional Requirements:</b>                                                                                                                                                                                                   |                      |           |                         |
|                                                                                                                                                                                                                                                                                                                                                                                           | None                                                                                                                                                                                                                              |                      | N/A       |                         |
| 8.                                                                                                                                                                                                                                                                                                                                                                                        | <b>Disclosure of Criminal Record:</b>                                                                                                                                                                                             |                      |           |                         |
|                                                                                                                                                                                                                                                                                                                                                                                           | The successful candidate's appointment will be subject to the Company obtaining a satisfactory #Standard/#Enhanced Disclosure and Barring Service (if ticked as an essential requirement).<br>#Service area to delete as required |                      | N/A       | CRB Disclosure          |
|                                                                                                                                                                                                                                                                                                                                                                                           | If the postholder requires a CRB disclosure the candidate is required to declare full details of everything on their criminal record.                                                                                             |                      | N/A       | AF(after short listing) |
|                                                                                                                                                                                                                                                                                                                                                                                           | If the postholder does not require a CRB disclosure the candidate is required to declare unspent convictions only.                                                                                                                |                      | N/A       | AF(after short listing) |