



JOB DESCRIPTION

JOB TITLE	Senior Marketing Manager
DEPARTMENT	Marketing
REPORTS TO	Head of Campaigns
DIRECT REPORTS	Marketing Officer

INCLUSION STATEMENT

People are at the centre of the Globe's work. We create ways to enable our wide community to feel visible, and for everyone's contributions to the Globe's purpose to be heard and respected.

We value and respect individual lived experience and drive inclusion through mindful awareness, empathy, care and belief, with a commitment to regularly improve how we empower and support people to do their best work. We will be honest and acknowledge our present conduct, approach and intention, as everyone works towards a shared common purpose to create greater inclusivity.

PURPOSE OF THE ROLE & DESIRED IMPACT

Working closely and collaboratively with the Head of Campaigns and the other Senior Marketing Manager, the Senior Marketing Manager will develop, implement and manage effective marketing strategies and innovative campaigns for Shakespeare's Globe's full offering, including education and learning, theatre and performance, guided tours and cultural tourism, retail, membership and catering. They will also help drive the season marketing and the strategic direction of marketing at Shakespeare's Globe.

The Senior Marketing Manager will lead on specific campaigns – from creative planning and effective implementation to insightful evaluation – to increase engagement with Shakespeare's Globe's work and drive sales, delivering innovative content and impactful marketing activity that responds to shared revenue and audience targets.

They will empower and support the professional development of the Marketing Officer, leading by example and identifying areas of growth.

HOW YOU WILL WORK

Creative Planning

- Work holistically and collaboratively with colleagues across the Audiences directorate to champion a joined-up approach to marketing, audience development and engagement.
- Ensure their campaigns respond to departmental objectives and/or the organisations' strategic plan and value framework.



- In collaboration with the Head of Marketing, Head of Campaigns and Design team, work on the creative planning and realisation of artwork for shows, as well as leading on photo and video shoots when applicable.
- Work with our media agency to look further ahead for opportunities for innovation and reaching new audiences, improved planning and campaign processes.

Marketing and Campaign Management

- Develop and lead the delivery of creative, impactful and integrated marketing campaigns driving audience development and engagement, and revenue to meet an agreed range of targets.
- Support the Head of Campaigns on the implementation of marketing and audience strategies across all campaigns.
- In collaboration with teams across the organisation and external stakeholders, devise and test new and innovative approaches to promoting the Globe's work including new marketing channels, content creation and internal ways of working.
- Take a digital-first approach to marketing campaigns, leading on all paid media activity across the full marketing mix.
- Write accessible, impactful and brand-compliant copy for a range of products and channels, tailoring messaging and positioning to the audience, platform and point of engagement.
- Ensure all marketing communications adhere to the Globe's brand identity, and all marketing campaign work support the Globe's anti-racism policies.

Reporting

- Lead on reporting the effectiveness and ROI of paid media for campaigns and share this insight across the Audiences directorate and organisation, as appropriate.
- Lead by example by making data-led decisions in campaign planning and delivery, bringing audience insight and reporting to the forefront of work.

Collaborative Working

- With the Campaigns team, liaise with internal and external producers, creative teams and stakeholders for marketing campaign planning, content creation and delivery.
- Work closely with Theatre, Comms & PR, Digital & Data, Design, Ticketing & Sales, Visitor & Audience Operations, Education and other stakeholders to ensure activity is executed efficiently and effectively.
- Work closely with the Social Media Manager, and Digital Content and Design teams to plan organic and paid multimedia content for owned campaigns to engage identified target audiences, across a range of platforms, supporting and/or facilitating the creation of content.
- Manage the Marketing Officer, supporting their work and development.

Financial Management

- Be responsible for day-to-day budgetary management of owned campaigns including regular review of revenue and costs in keeping with the annual departmental plans and wider business planning process.
- Support the Marketing Officer in monitoring and managing budgets and expenditure for owned campaigns.

**People**

- Champion the development of the Marketing Officer, leading by example, supporting them in planning and managing their owned campaigns, liaising effectively with stakeholders and identifying areas of growth and opportunities to develop skills in those areas.

Diversity and Inclusion

- Champion the Globe's ambition and strategy to achieve a diverse workforce that better reflects all of society and the community in which we operate.
- Actively support the Globe's ambition to achieve an inclusive culture by practicing inclusive leadership, offering two-way communication that provides all employees with a voice, recognises individual contribution and respects difference.

WHAT SUCCESS LOOKS LIKE

- Exceeding revenue and audience development targets for campaigns.
- Supporting the progression of the Marketing Officer and their ability to independently lead on campaigns in their entirety.
- Embedding data into new processes and ways of working across the organisation.
- Building strong working relationships with key stakeholders across the organisation.
- Suggesting ways for us to keep innovating as a Campaigns Team.

PERSON SPECIFICATION

- Experience working in a performing arts venue, heritage venue or attraction, with an understanding of cultural specific marketing techniques and an enthusiasm for the work of Shakespeare's Globe.
- Experience creating and implementing impactful marketing strategies using the full marketing mix to achieve specific targets and measurable ROI's (return on investment).
- Strong knowledge of digital marketing and audience development strategies.
- Data driven with the ability to gather and present information, compile reports and make recommendations for future campaigns.
- Experience using CRM (customer relationship management) systems and CMS (content management systems).
- Strong leadership skills and line management experience, with the ability to collaborate with others to help their personal development
- Excellent interpersonal skills to build close working relationships with colleagues and internal/external stakeholders.
- A proactive and customer-focused approach delivered within a best practice framework.



TERMS & CONDITIONS

Full-time

A full set of terms and conditions will be supplied with a contract of employment.

Salary: £38,563 per annum

Hours: 35 per week, exclusive of breaks. Additional hours at evenings and weekends may be required for which time in lieu may be granted. There are no extra payments for additional hours worked.

Holiday: The annual holiday leave is 25 days per calendar year (full-time equivalent) plus Bank Holidays. One day of additional annual leave every service anniversary up to 28 days (full-time equivalent).

BENEFITS

- Discount in the Globe shop and onsite restaurants/cafes
- Staff discounts via My Globe perks and better Bankside Buzzcard
- Free entry to selected shows, events and activities
- Access to our free employee assistance programme and 24/7 virtual GP service
- Family friendly policies; enhanced maternity, paternity, adoption, and shared parental leave
- Life assurance scheme
- Rental deposit scheme
- Season ticket loans available
- Eye test voucher scheme
- Flu vaccination scheme
- Cycle to work scheme
- Free Staff Yoga
- Enhanced employer pension contributions after 12 months service.

This job description is not a contract but is provided for an employee's guidance on the way in which the duties of the post are to be carried out. The content of the job description may change from time to time, and the employee will be consulted over any substantial changes.

As a term of employment, you may be required to perform work not specifically mentioned above commensurate with the scope of your role within Shakespeare Globe Trust.