

The Arts Fundraising and Philanthropy Programme

Over three years the Arts Fundraising and Philanthropy Programme will deliver an England-wide collaborative series of training, traineeships, coaching, digital skills and innovative practice. The programme seeks to both improve the perceptions of the arts as a charitable cause and looks to enhance fundraising practice within the sector, with a key aim of encouraging leadership and entrepreneurial practice.

Main purpose of the job

The Marketing Manager will be responsible for supporting the Head of Fundraising and Philanthropy in all marketing initiatives and working with the Project Co-ordinator to develop and deliver marketing campaigns that meet the attendance, financial and other aims and objectives of the training programme.

Position in organisation

- A full-time member of *Cause4* staff
- Reporting to Head of the Fundraising and Philanthropy Programme
- Working closely with the Project Co-ordinator and Programme partners

Duties and Responsibilities

Marketing campaign development

- To develop and deliver creative marketing campaigns in support of the overall marketing strategy, segmenting and targeting audiences in response to data and intelligence.
- Preparing, planning and managing the publication of all publicity material (on and off-line) to maximise sales, attendance and brand presence. To include the delivery of an appropriate mix of print, advertising, direct mail, distribution, sales promotions/offers, digital and social marketing.
- To consolidate existing sales opportunities and data.
- To research and identify potential attendees to include the development of specific, targeted campaigns aimed at developing new markets.
- Liaising with senior members of the Programme team including reporting on campaign plans, marketing activity and delivery and sales to target.
- To work with the Programme Director, Head and Programme team to develop appropriate email communications including digital templates, monitoring activity and analysis and maximising use of email marketing and management solutions.
- To examine competitor practice and make recommendations for improvements across price structures, offers, communications, digital and social activity.
- To grow the Programme's own contacts database by offering opt-in opportunities through various routes (e.g. website, social media).

Online and print communications

- Develop Arts Fundraising and Philanthropy's online and digital opportunities including maintaining a dynamic and up-to-date website, adopting a pro-active approach to social networking and developing digital content.
- Production of all training materials (handouts, presentations and other documentation) to include the development of consistent templates for effective representation of course content and wider brand presence.
- Work with the Programme Director and Head of Programme to write, proofread and liaise on the design and production of all marketing communication material both on and off-line.

Brand development

- To support development of the project's brand and to proactively seek to develop brand profile and positioning to support uptake of training courses and other opportunities.

Monitoring and evaluation

- Monitoring and evaluating the effectiveness of all marketing activity.
- To monitor and manage campaign budgeting to ensure that campaigns are delivered in line with set income and attendance targets through cost effective campaigns that show return on investment.

Project support

- To participate as an active, collaborative member of the project team, including attending training sessions in a supervisory capacity.
- To manage all day-to-day marketing aspects of the project, including effective liaison with colleagues, development of efficient systems and maintaining accurate records of all activity.
- To establish and maintain good contacts with all stakeholders including project partners, funders, attenders, trainers, training venues and others in support of sales and maximising brand presence.

Media and PR

- To work with the Programme Director and Head to distribute media releases to include developing and maintaining appropriate contact with journalists, bloggers and other stakeholders.

Other

- To work closely with the Project Co-ordinator to provide flexible support across the team.
- Any other duties appropriate to the post of Marketing Co-ordinator as required.

Skills and Experience

- At least 3 years demonstrable marketing experience (including digital and social), with particular strengths in those areas identified in *Duties*.
- Demonstrable experience of the development and delivery of successful marketing campaigns.
- Demonstrable experience of analysing audience and marketing data and using this to shape marketing and communication strategies.
- Demonstrable copywriting skills and excellent attention to detail.
- Good computer skills with a strong command of software packages including Word and Excel and experience of website content management systems, email marketing and management software, a sound understanding of Google Analytics, digital research software and social media integration.
- Strong numeracy skills, with experience of understanding and managing budgets, and adhering to set targets.
- An ability to generate original ideas for a marketing campaign.
- Strong communication and networking skills with experience of dealing with stakeholders, customers and colleagues at all levels.
- Demonstrable experience of working successfully across multiple deadlines and meeting challenging targets.
- Strong people skills, motivational abilities and emotional intelligence.
- Ability to work on own initiative and as part of a team.
- Essential personal qualities – strong 'completer-finisher', conscientious, efficient, energetic, adaptable, and collaborative.

Terms and conditions of the post

Hours of working:	Full time, 40 hours per week, initial two years fixed-term.
Salary:	Up to £25,000 per annum, plus 10% performance related bonus.
Benefits:	Death in service, income protection and cash health plan insurances, plus contributory pension after 12 months in service.
Office location:	London, with some requirement to travel across England

How to apply

Please send an up to date CV with a covering letter, outlining how you meet the job specification. Please include details of two referees. You must also include a completed copy of the Equalities Monitoring Form, which you can find here <http://bit.ly/1gGP6rd>.

Applications should be emailed to Katrina.black@cause4.co.uk

The deadline for applications is **12.00pm on Monday 6th January**. We will not consider applications which arrive after this date.

Arts Fundraising and Philanthropy

www.artsfundraising.org.uk / @artsfundraising