

## Recruitment Pack

# Director of Marketing & Communications

### Applying for this post

**Deadline for applications:** 12 pm Monday 2 March 2020

Applications submitted after this time will not be considered. You can find the application form, and further details about this role at <https://www.theaudienceagency.org/careers>. Don't forget to tell us why you're interested in the role and make why you think you're a good match stand out.

Please contact us on 0161 234 2956 or [jobs@theaudienceagency.org](mailto:jobs@theaudienceagency.org) if you require this information in an **alternative format**.

**Proposed interview dates:** Early March TBC.

### Context

The Audience Agency (TAA) is an entrepreneurial non-profit supporting arts, heritage and culture to increase their reach, develop their relevance and boost their resilience in the UK and internationally. We are a culture-specialist agency with a team of 60 which uniquely brings together a research-led consultancy, an innovation agency and a world-first data analytics software solution under one roof. Together, we have a big impact on the cultural sector helping it to face the challenges of the future.

We are looking for an inspired Marketing & Communications specialist to help us articulate our offer more effectively, to help us reach further, and to shape and realise ambitious plans for the future. The right candidate will help us make the most of our content - telling amazing and useful stories with the genuinely unique audience data we hold and from the knowledge and insight shared by our respected team of specialists.

This is new post with an emphasis on leading development of a dynamic but purposeful Marketing & Communications strategy. Upcoming opportunities include a major



development of the brand, building up the team, a new strategy for effective marketing of professional services and data-enriched products. We are looking for someone to make their mark, to lead a step change.

While an understanding of the cultural sector and strong networks would be a distinct advantage, they are not essential. An understanding of the challenges of B2B marketing and sharing our passion for a more people-centred arts, heritage and cultural sector are.

## Summary of the role

This is a role for someone who...

- Is looking for a challenge in a supportive, creative and flexible environment
- Has a track record in B2B marketing and/ or corporate comms
- Loves communicating complicated ideas in simple and compelling ways
- Can think strategically but likes rolling up their sleeves to get things done
- Believes in the power of data to build audiences and knows how to use it
- Likes leading a committed team full of ideas
- Cares about the place of creativity and culture in people's lives

## Working Arrangements

<b>Location:</b>	London (Shoreditch) Office and some home-working, occasional Manchester
<b>Department:</b>	Communications Team, Senior Management Team, Advisory role to Exec
<b>Reporting to:</b>	Chief Executive Officer
<b>Responsible for:</b>	PR & Comms Manager, Content Editor, Marketing & Communications Officer; to-be team as developed
<b>Hours of Work:</b>	Full time, core hours 10 am - 6 pm
<b>Contract:</b>	Permanent
<b>Salary Range:</b>	Senior post; dependent on experience

## Job Description

We are looking for a creative B2B/ agency specialist to bring confident leadership to The Audience Agency Group's marketing and communications, and commitment to our values and strategic aims.

### Marketing & Communications Strategy

- Working closely with CEO and Executive, to develop the strategy to help meet organisational aims, including positioning the organisation, generating leads and fulfilling funding commitments.
- To develop and manage our brand and sub-brands and key messaging, ensuring corporate consistency.
- To develop resources, staffing and outsourcing, setting and managing all budgets.
- To oversee and co-ordinate service and product marketing campaigns to meet targets.
- To evaluate and adapt the strategy, including a clear framework of metrics.
- To develop and line manage the Marketing & Communications Team (currently 3.5).

### PR, Communications & Content

- To develop the Corporate Communications plan, positioning as a trusted and dynamic force for good in the sector.
- To line manage the PR & Communications Manager and Content Editor to deliver the plan.

### Events

- To support the development and delivery of an events plan as part of the overall marketing and communications strategy, working closely with the relevant staff.

### Client intelligence & Relationship Management

- To understand the needs of TAA users and their response to TAA marketing and communications through gathering and analysing a range of intel - CRM, web stats and other tools data
- To introduce a user-focus to the development of TAA marketing and communications

## Internal Communications

- To lead on internal communications and ensure a co-ordinated approach to communications across a dispersed organisation.

## Monitoring and Reporting

- To devise, monitor and keep within budgets, following the company's financial procedures.
- To prepare reports for funders, stakeholders and The Audience Agency leadership and Board, participating in relevant meetings

## Representation and external liaison

- To represent the company externally to clients, strategic partners, funders and policy makers as required.

## The Audience Agency as a learning organisation

All staff are required to:

- To take an active part in all team planning, learning and training.
- To keep abreast of, and share internally, the latest developments the sector.
- To contribute to developing a cross functional, collaborative style of working.
- To be aware of and act within the guidelines laid out in The Audience Agency's Equal Opportunities and Diversity policies.
- To be aware of The Audience Agency's values and to conduct business with stakeholders in their spirit.

## Additional Job Details

### Progress Monitoring

In line with standard business practice, this role is subject to the successful completion of a 3-month probationary period, during which performance and suitability will be reviewed.

### Location

The post is based at our London office with some homeworking and travel anticipated.

## Hours

Core working hours for this role are 37 hours a week, which can be worked flexibly in agreement with your line manager. The holder of this post is expected to work at least 30% out of the London office. Usual office hours are between 10am and 6pm with one hour for lunch (unpaid). We will try to be flexible and understanding in allowing staff to adopt hours which suit individual circumstances as long as these hours do not affect work effectiveness.

## Holiday

The leave entitlement is 25 days per annum. Public/Bank holidays are in addition to this personal leave entitlement.

## Pension

The Audience Agency has a workplace pension scheme in line with current legislation. You will be provided with details of this scheme directly by the pension provider. Automatic enrolment into this scheme commences after three months in employment. Employees may opt out of this scheme if desired.

## Personal Specification

The successful candidate will have the following experience, knowledge, qualities, qualifications and skills (E= Essential / D= Desirable):

### Experience

- E Experience working as a marketing/ communications specialist in a “B2B” environment variety would be an asset here
- D Experience working in the cultural sector, or wider charity sector
- E Team leadership and attendant management experience
- E Demonstrable experience in strategy development and leadership
- E Demonstrable experience creating impactful campaigns
- D Experience of contributing to organisational strategy, and obtaining organisational buy-in

### Knowledge & Skills

- E Strategic marketing planning
- E Principles of B2B marketing
- E Content- and data-driven marketing
- E Effective communicator, both in person and in writing
- D Knowledge of audience development practice in the cultural sector
- D Good knowledge of the cultural industry media, journalists and political contacts

### Personal Qualities

- E Coaching style of management and ability to set and manage clear goals
- E Ability to work well in a pivotal role, managing multiple demands

### Qualifications

- D Qualification in communications or marketing or related area