JOB DESCRIPTION: Marketing Officer (Tacchi-Morris Arts Centre)

Job Summary

The Marketing Officer is responsible for planning, delivering and evaluating marketing and communications activity to promote the programme of performances, events and community activities at Tacchi-Morris Arts Centre. The role includes developing and delivering promotional campaigns, creating engaging content across print and digital platforms, managing the Centre's online presence, coordinating media relations and maintaining effective relationships with visiting companies, hirers and external suppliers. Working closely with the Centre Manager and other stakeholders, the postholder will support audience development, maximise the reach of promotional activity and maintain a consistent and professional brand identity for the Centre.

Primary Duties and Responsibilities

Relationships

- Liaise with incoming companies and hirers to gather marketing assets for shows and events, working collaboratively to design and deliver effective promotional campaigns that reflect the unique character of each production.
- Develop links and relationships with colleagues and teachers within Monkton Wood Academy, the wider Cabot Learning Federation, and other local schools, in order to communicate opportunities regarding the centre's activities, and ways the centre can benefit education groups.
- Develop and maintain effective relationships with media representatives and publications, coordinating press activity to increase awareness of the Centre's programme and maximise opportunities for publicity.
- Represent TMAC professionally when required, communicating information about the Centre's activities and promoting its work and profile within the community, in accordance with agreed communications arrangements.
- Manage day-to-day relationships with companies and producers in relation to marketing campaigns, ensuring clear communication, mutual understanding, and shared marketing goals.
- Support the Centre Lead in developing relationships with potential sponsors, donors and commercial partners to identify opportunities for financial support and enhance the Centre's programme and activities.

People Management

- Coordinate the work of external marketing and branding professionals, including designers, photographers, printers and merchandise suppliers, to ensure services and materials are delivered to the required standard, within agreed timescales and budget.
- Provide advice and guidance to staff and students on the design, development and publication of digital content and internal and external communications, ensuring materials are appropriate, accessible and consistent with the TMAC brand.
- Support Monkton Wood Academy and The SPACE staff with the creation and design of marketing assets, working closely with them to achieve their artistic aims for the promotion of their shows and events.

Resource Management

- Plan, coordinate and evaluate marketing campaigns for TMAC's performances, events and activities, ensuring promotional activity is delivered to agreed timescales, within allocated budgets and in line with the Centre's objectives.

- Ensure the creation and timely implementation of season and production-specific materials, including the flagship TMAC brochure, coordinating content and design across print and digital platforms.
- Plan and coordinate advertising campaigns across appropriate print and digital channels, using audience insights, campaign objectives and available performance data to inform channel selection and evaluate effectiveness.
- Manage TMAC's social media accounts and online presence, ensuring content is engaging, consistent, and aligned with the Centre's tone and objectives.
- Update, maintain, and develop the TMAC website, ensuring it remains fresh, user-friendly, accessible, and reflective of current programming and branding.
- Create and design compelling marketing materials, including posters, flyers, logos, programmes, and advertisements for press and magazines, ensuring a high standard of design and brand consistency.
- Prepare and distribute press releases, features, competition notices, photo calls, and photographs to media outlets, coordinating publicity activity to support campaign objectives and increase awareness of the Centre's programme.
- Produce high-quality copy for brochures, newsletters, websites, and direct mail, using language that reflects the TMAC brand and speaks to diverse audiences.
- Monitor and manage marketing and communications expenditure in liaison with the Centre Manager, ensuring spending is within agreed budgets, maintaining accurate records and obtaining approval for expenditure where required.
- Ensure all marketing communications are accurate and aligned with the TMAC brand, upholding high standards across all platforms and advocating for brand consistency throughout the organisation.
- Support audience development by identifying opportunities to promote the Centre's programme to existing and potential audiences, adapting marketing approaches to improve engagement, awareness and participation.
- Support the Centre Lead in identifying and pursuing sponsorship and donation opportunities, including preparing promotional materials, developing supporting communications and liaising with potential sponsors and donors to help secure financial support for the Centre.

Decision Making

- Analyse audience feedback, ticket sales data and marketing engagement analytics to evaluate campaign effectiveness, identify trends and determine appropriate improvements to future marketing activity.
- Exercise judgement and initiative in selecting marketing channels, determining campaign timing, developing promotional content and allocating resources, using audience insights, performance data and TMAC's objectives to inform decisions.
- Identify opportunities to increase audience engagement, ticket sales and the reach of TMAC's programme, making recommendations for new approaches, promotional activities and improvements to marketing practices.
- Monitor marketing expenditure and campaign performance against agreed objectives, preparing reports and evidence-based recommendations for the Centre Lead to inform planning, priorities and resource allocation.
- Evaluate the return on investment of marketing activities by assessing campaign costs against outcomes, including ticket sales, audience engagement and promotional reach, using findings to inform marketing budget allocation and identify opportunities to maximise the value of available resources.
- Assess and articulate the value of the Centre's marketing activities and promotional opportunities, developing tailored sponsorship proposals that demonstrate the benefits, audience reach and potential exposure available to prospective sponsors, taking account of their objectives and the Centre's programme and priorities.

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Work Demands

- Balance multiple concurrent marketing campaigns across print, digital, and in-venue platforms, maintaining strong attention to detail and meeting tight deadlines during busy programming periods.
- Respond flexibly to changing priorities, including last-minute content updates or urgent promotional needs, while maintaining high standards of communication and output.
- Coordinate with internal and external stakeholders to gather information and assets, often working to tight timelines to ensure cohesive messaging and visibility.
- Manage competing deadlines associated with production schedules, brochure publication, advertising bookings and event promotion, identifying potential delays and taking appropriate action to minimise disruption.

Physical Demands

- General office-based duties, with occasional lifting and distribution of printed materials (e.g., brochures, posters) and occasional on-site setup for press/photo calls or events.
- May require travel within the local area for promotional drop-offs, press meetings, or distribution campaigns.

Working Conditions

- Primarily based at the Tacchi-Morris Arts Centre, with core hours aligned to office operations.
- Some flexibility is required, particularly during campaign launches, brochure production, or press events, which may involve evening or weekend work.

General Expectations

Behaviour Expectations

- Maintain **High expectations** in all we do, ambitious for ourselves, our communities, and our environment.
- Create **Equity** of opportunity, promoting inclusion, removing disadvantage and rejecting discrimination.
- Champion the success and life chances of **All children.**
- Furnish pupils and staff with the **Resilience** to succeed as lifelong learners.
- Harness our **Togetherness** to achieve more, collaborating proactively in the seamless unity.

Expectations of Jobholder

- Be aware of and comply with CLF policies as set out in the CLF Employment Manual as well as individual academy policies and procedures.
- Be committed to safeguarding and promoting the welfare of children and young people.
- Ensure that the equal opportunities policy is adhered to and promoted in all aspects of the post holder's work.
- Ensure effective quality control and continuous improvement in all aspects of the work and responsibilities attached to this post.
- Demonstrate professionalism towards sensitive and confidential information and adhere to data protection legislation.
- Comply with and promote Health and Safety policies and procedures and to undertake recommended Health and Safety training as and when necessary.

- Commit to professional self-development, such as through participation in inset training and professional services network as necessary for the successful carrying out of the job.
- Undertake such other duties as are commensurate with the grade of the post.
- The Academy is a designated non-smoking site.

NB: This job description is designed to outline a range of main duties that may be encountered. It is not designed to be an exhaustive list of tasks and can be varied in consultation with the post holder in order to reflect changes in the job or the organisation.

Signed: **Name:** **Date:**