



JOB DESCRIPTION.

JOB TITLE	Head of Marketing
REPORTS TO	Director of Audiences
DIRECT REPORTS	Head of Campaigns; Head of Data and Insight; Design Manager; Social Media Manager
DEPARTMENT	Marketing

BACKGROUND

We celebrate Shakespeare's transformative impact on the world by conducting a radical theatrical experiment. Inspired and informed by the unique historic playing conditions of two beautiful iconic theatres, our diverse programme of work harnesses the power of performance, cultivates intellectual curiosity and excites learning to make Shakespeare.

The newly reorganised Audiences Department includes the Marketing and Digital teams, as well as Press/PR, Ticketing and Sales, Retail and Visitor and Audience Operations. They all own the customer journey from start to finish and strive to be insight driven, customer focused and digital first in approach.

Responsible for demanding revenue targets across everything we do and reaching the widest possible global audience onsite and online, we are an innovative, collaborative and creative team. Working closely with producing, education and development we build customer loyalty and diversify our live and digital audiences by creating innovative design and content to engage them and stand out. We are results oriented and measure, test and learn as we try new ideas.

The Marketing team includes a Campaigns team working across all of our output, a Design and Brand team, a Data, Insight and CRM team, and a Social Media team. They work together to deliver shared audience and revenue targets for the whole organisation.

The Audiences department will help achieve objectives through:

- **Audiences** - understand and deliver relevant information to our current and potential audiences
- **Revenue** - increase and maximise income from all areas of the business
- **Acquisition** - set cross year audience targets for underrepresented audience groups
- **Retention** - increase loyalty and engagement
- **Brand** - the Globe is a place of radical excellence

PURPOSE OF JOB

Lead the marketing team in the development and implementation of marketing strategies and campaigns for all elements of the Globe's offering including but not exclusively, Education, Theatre, Guided Tours, Events, Tours, Catering and Retail. This role will foster a culture of collaboration across audience facing activities and campaigns; operating a test-and-learn approach where data and reporting are built into planning and decision-making. This role will lead the strategies around maximising sales, data and insight, brand, engagement and social community.

PRINCIPAL RESPONSIBILITIES

Brand Model

Use the Globe's brand model to aid decision-making. Ensure that everything that we do is consistent with the brand using the four elements: Shakespeare for All, Curiosity and Learning, Our Unique Spaces and Performance to support the Cause.

Business or Creative Planning

Creating and implementing short and longer-term business, financial and or creative plans that ensure the Globe sustainably achieves its strategic, financial, cultural and charitable aims whilst adhering to our Cause and Brand Model.

Team Leadership:

- Work holistically and collaboratively with colleagues in the Audiences directorate and lead the Marketing function to develop a joined-up approach to campaigns and engagement.
- Deliver on shared revenue and audience targets.

Marketing and Engagement:

- Work closely with the Director of Audiences to develop a compelling proposition for audiences in a challenging competitive marketplace
- With the Director of Audiences, develop an audience strategy for Shakespeare's Globe.
- With the Head of Campaigns, develop cross-platform marketing strategies to drive audiences, revenue, engagement and retention with a test-and-learn approach embedded in the team.
- Develop pricing strategies to maximise revenue opportunities across the Globe's offer.
- With the Social Media Manager, ensure the Globe brand story is communicated effectively to audiences and a community is engaged with editorial content.
- With the Head of Data and Insight, develop a data driven approach to Customer Journey planning at the Globe, thinking about all aspects of the customer journey and experience.
- With the Design Manager and external agencies, lead on the development of the visual identity and brand of the Globe.
- Ensure all marketing communications adhere to the Globe's brand identity.

Data and Insight:

- With the Head of Data and Insight, lead a culture shift in the organisation around data-led decisions and regular reporting
- Ensure reporting is effective and integrated across the team and encourage a culture of reporting beyond the department
- Work with the Head of Data and Insight to utilise Tessitura to optimum effect in planning marketing activity, producing relevant sales and business intelligence reports and audience insights.

Collaborative working:

- Ensure a digital-first approach to all campaigns - working closely with the Head of Digital and their team on the organisational content strategy.
- Work closely with Press to ensure full campaign integration as well as joined up brand messaging and crisis management.

External Partnerships:

- Manage the relationship with external agencies and stakeholders such as media agencies etc.
- Build strong relationships and partnerships across Development, fundraising and sponsorships, ensuring integration across teams.

Financial Management

Be responsible for day-to-day budgetary management including regular review of revenue and costs in keeping with the annual departmental plans and wider business planning process.

- Set and monitor budgets and expenditure, reporting regularly on effectiveness of activity.

People

Actively promote and champion the Globe's long-term people plan whilst supporting others in your department and direct reports to implement new ways of working and cultural change to ensure these become embedded across the organization.

In partnership with the HR department, be responsible for all elements of the employee lifecycle within your areas of responsibility and that these are consistent with the People Plan and Globe policies. These should include: departmental structures and succession planning, vacancy management, job description review, recruitment and selection, probation and regular performance reviews, annual appraisal and development plans; support for training and development activity and employee welfare to attain consistent and positive employee experiences across the Globe.

Diversity & 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.

PERSON SPECIFICATION

- Senior professional experience in cultural marketing.
- Excellent knowledge and understanding of the arts, heritage or not-for-profit sectors.
- An understanding of the range of strategies and techniques available to capture and learn from market insights and research, and the principles of audience targeting and influencing.
- Significant experience of managing a team to deliver marketing plans and activity that is impactful and measured.
- Experience of audience research and organisational data strategy.
- Experience of content and social audience strategy.
- Track record of creating, delivering and evaluating integrated marketing plans, involving multiple internal and external stakeholders and creative freelancers, and working in a matrix structure to deliver planned outcomes.
- Experience of working across an organisation to guide and support the achievement of coherent internal and external messaging and a strong brand identity.
- Experience of managing significant budgets.
- Collaborative working and problem-solving style to model effective engagement with stakeholders.
- Solid experience in coaching, developing and motivating teams.
- A flexible and committed approach to work with the ability to generate new ideas and to think creatively.

Embodies these essential Globe ways of working:

- Committed to the principles of equality, diversity and anti-racism and able to implement these within all areas of work.
- Supportiveness to others.
- Thoughtfulness, reflecting, and problem solving.
- Influencing and communicating with others.
- Delivering output.

The post holder must at all times carry out their responsibilities with due regard to Shakespeare's Globe's Policies and Procedures.

RECRUITMENT INFORMATION AND TERMS AND CONDITIONS

Permanent / Full Time (happy to talk flexible working)

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

Hours: 35 hours per week exclusive of lunch 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.

Salary: £44,100 per annum until 31 October 2021
£49,000 per annum from 1 November 2021

Holiday: The annual holiday leave is 25 days pro-rata per calendar year plus Bank Holidays.

Benefits: Discount in the Globe shop and onsite restaurants/cafes; free entry to selected shows, events and activities, access to our free employee assistance programme via phone line and website; family friendly policies including enhanced maternity and shared parental leave pay; season ticket loans available; eye test scheme; flu vaccination scheme; cycle to work scheme; Littlebird exclusive discount; 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.