

**Marketing Director
Job Description
[June 2008]**

Key objective: To develop Britten Sinfonia's profile nationally and internationally.

Strategic

1. Producing and monitoring Britten Sinfonia's branding, audience development, e-marketing and media/press strategies.
2. Overseeing Britten Sinfonia's press and PR work, liaising with Sophie Cohen (the orchestra's press consultant) on national campaigns and managing local press campaigns and advertising.
3. Actively researching and keeping abreast of news and advances in marketing from both the arts/not-for-profit and commercial worlds, particularly in the areas of new technology and audience development.

Own-promotion marketing

4. Producing and implementing marketing plans for Britten Sinfonia own-promotions in Cambridge, Norwich and London, (working alongside the marketing departments of South Bank Centre and Wigmore Hall in London).
5. Setting box office income targets and monitoring sales for own-promotions, adjusting marketing activity as appropriate.
6. Setting and monitoring budgets for general marketing and own-promotions marketing, with reference to the Finance Director and Chief Executive.
7. Providing written copy for all marketing materials for BS own-promotions.
8. Managing the print production process: obtaining quotes, briefing, overseeing proof-reading and managing the print/delivery process, to budget and on time. Close liaison with our designers (Silk Pearce) and printer (JNV), as well as some jobs with Cambridge University Press.
9. Overseeing regular mailings and writing direct mail letters.
10. Overseeing the distribution of print.

Individual giving

11. Responsibility for Individual giving including planning campaigns, setting and meeting membership targets and maintaining communication with supporters.

E-marketing

12. Responsibility for the Britten Sinfonia website, including keeping the news and concerts sections up-to-date, adding material provided by other staff and creatively expanding the website's potential for reaching new audiences and developing existing audiences as well as ensuring the site is an attractive and useful promotional corporate tool.
13. Editing and sending out targeted monthly eBulletins, monitoring open and click-through rates against benchmark statistics.

General

14. Responsibility for managing front of house and box office duties in West Road Concert Hall and other venues as necessary.
15. Maintaining ultimate responsibility for the BS mailing list, ensuring data is clean and booking information is matched against records. Also carrying out regular analysis of the Friends list for trends and pulling off data for market research.
16. Editing and producing the annual yearbook.
17. Attending monthly Heads of Department meetings, Board meetings and contributing as appropriate to overall business and artistic plans.
18. Providing marketing support and advice to promoters working with Britten Sinfonia both in the UK and abroad.
19. Actively seeking new mutually beneficial partnerships with targeted arts/charity organisations and relevant institutions, as well as commercial companies (particularly media, tourism and retail).
20. Working closely with the Development Director on forming and nurturing corporate partnerships, current examples being Cambridge University Press and Norwich City Council.
21. Attending the Association of British Orchestra's Marketing Manager meetings and appropriate Arts Marketing Association events as well as seeking other opportunities for networking and enhancing marketing skills.
22. Line managing the Marketing and Development Assistant.

Conditions

- Based in Cambridge offices
- Salary according to experience
- Three month probationary period during which notice period on both sides will be one week
- Thereafter notice period will be three months
- 9.30 – 17.30 with one hour for lunch
- 25 days holiday with time off in lieu for evening/weekend work, with reference to the Chief Executive