

CHARLESTON

JOB TITLE:	Festivals Marketing Manager
REPORTING TO:	Director of Marketing and Communications
CONTRACT:	Permanent, full time
SALARY:	£28 - £32k, depending on experience
HOURS:	28 hours per week (4 days), occasional evening or weekend working may be required.

ABOUT CHARLESTON

Charleston is a place that brings people together to engage with art and ideas. The modernist home and studio of the painters Vanessa Bell and Duncan Grant, Charleston was a gathering point for some of the 20th century's most radical artists, writers and thinkers known collectively as the Bloomsbury group. It is where they came together to imagine society differently and has always been a place where art and experimental thinking are at the centre of everyday life. Today, we present a dynamic year-round programme of exhibitions, festivals, and events. We believe in the power of art, in all its forms, to provoke new ways of thinking and living.

The Charleston Trust was formed in 1980 and is responsible for the care of Charleston's house, interiors and collections; and for opening the site to visitors. It is an independent charitable trust with a commercial trading arm, and currently receives no regular public funding.

MAIN PURPOSE OF ROLE

We are seeking a creative and driven individual with ideas, energy and enthusiasm to plan and deliver a marketing strategy for Charleston's festivals portfolio, including Charleston Festival, Festival of the Garden, Small Wonder and Queer Bloomsbury.

The Festivals Marketing Manager will take an audience- and data-led approach to developing marketing campaigns in support of growth ambitions for the whole portfolio of festivals. They will work closely with colleagues in marketing, digital, communications and audience insight to deliver creative, on brand campaigns that broaden reach and raise awareness of festivals as a key aspect of the whole Charleston offer.

You will join us at an exciting time for the organisation, working with a new brand and website, and as we continue to develop our exhibitions, festivals and events to reach new audiences and connect with our communities.

DUTIES AND RESPONSIBILITIES

- Plan and deliver a marketing strategy for Charleston's portfolio of festivals, including Charleston Festival, that delivers on income growth and audience development aims
- With the Director of Marketing and Communications, review and embed an impactful, competitive brand positioning for the festivals derived from Charleston's new brand identity
- Plan, create and manage end-to-end multi-channel marketing campaigns for each of the festivals, working with relevant colleagues to deliver digital and offline advertising, press, social media, website and print marketing elements

The Charleston Trust
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CHARLESTON FEST

- Work with the Communications and Content Manager on a content plan for the festivals to be commissioned and shared across all platforms
- Work with the Marketing and Audience Insight Manager on a programme of bespoke research, surveys and digital analytics in order to deliver actionable audience insight on the festivals including booking behaviours, competitive positioning and trends
- Evaluate marketing and communications activity through the lifecycle of a campaign, tracking and reporting on engagement with that activity and sales impact
- Manage print production and distribution including the Charleston Festival programme
- Work with external partners, speakers and sponsors to identify opportunities for cross-promotion
- Support the PR agency on the planning and delivery of a PR campaign for Charleston Festival, identifying the stories and opportunities that will drive impact and working with the Director of Marketing and Communications to steward media partnerships
- Work with relevant colleagues to ensure a seamless user journey for audiences through the website and ticketing process
- Work with the development team and the Marketing and Audience Insight Manager on a strategy around supporter retention and acquisition through the festivals marketing
- Identify opportunities for third party promotion of the festivals
- Work with relevant colleagues on the delivery of an onsite, on brand signage solution for the festivals
- Work with the programmes team on research and development for future festival proposals, ensuring an audience- and data-led approach to concept development

General Duties

- Plan and manage budgets and expenditure for marketing campaigns
- Work with the development team on sponsor and partner commitments
- Work closely with other departments in relation to all marketing and audience insight matters
- Ensure all data management and communications are compliant with GDPR and the UK Data Protection Act (2018)
- Represent the department on relevant internal and external working groups and panels
- Keep up to date with emerging audience and marketing trends and share insights with colleagues
- Carry out other duties that may arise to fulfil the main objectives of the post and the aims of Charleston.

Essential Skills and experience:

- Minimum three years' experience in a similar role (in-house or agency)
- Creative flair and an imaginative but analytical approach to marketing campaigns and audience development.
- Ability to analyse and interpret data, extract relevant insight and communicate clearly
- Experience planning, developing and delivering integrated campaigns that successfully meet and exceed targets
- Excellent copywriting skills and meticulous attention to detail.
- A solid understanding of best practice in marketing and digital.

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CHARLESTON

- Excellent interpersonal skills and the ability to build strong relationships with colleagues, stakeholders and external partners.
- The ability to think creatively, with a curiosity for good stories and the confidence to bring ideas to the table.
- An eye for design and experience of working closely and effectively with creative teams, from brief writing through to creative development and production.
- A solid understanding of design print and digital production processes.
- A comprehensive understanding of strategic and operational marketing with the ability to juggle short term operational pressures with long term strategic priorities.
- Ability to work collaboratively in a small team.
- Flexible and adaptable to changing demands and new challenges.
- Good time management and the ability to work to tight deadlines.
- A strong sense of aesthetics and understanding of the particular character of Charleston's brand.
- An enthusiasm and commitment to the arts and literary scene.
- Experience of working with ticketing, EPOS and CRM systems.
- Experience of reaching beyond traditional arts audiences.

Desirable Skills:

- Experience of working in an arts related organisation or charity
- Experience of audience data collection and analytics
- Experience using CMS such as WordPress
- Experience of digital marketing campaigns
- Graphic design skills and experience using software such as Illustrator, InDesign and Photoshop.

ADDITIONAL INFORMATION

Applicants should be aware that although some working from home is possible, you will need to be at Charleston regularly and it can be difficult to reach us via public transport. We do operate informal lift sharing, but this is not guaranteed.

HOW TO APPLY

To apply, please email a covering letter and CV to jobs@charleston.org.uk and follow the link on the job description webpage to complete an equal opportunities monitoring form.

Deadline for applications: Friday 13 January 2023

Interviews: w.c 23 January 2023

All positions at Charleston are offered subject to the following conditions:

- Receipt of satisfactory references
- Proof that you are legally entitled to work in the UK

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