



Shetland *arts*

JOB PROFILE

Role	Sales and Marketing Manager
Competency Level	Manager
Job Ref	
Rate	£23,000 - £28,000
Reports to	Chief Executive
Responsible for	Marketing and Design staff
Key Relationships	Front of House Manager Chief Executive Creative Opportunities Team Retail Manager Food and Beverage Manager Board of Trustees Press External promoters Funders Sponsors

Principle Aims:

To lead on all aspects of marketing, press and PR both on and offline. Ensuring that sales targets are realistic and delivered, that the brand and image of Shetland Arts Development Agency remains positive and that outputs, events and activities achieve maximum coverage in the relevant media.

What you will do:

The following gives an indication of the duties and responsibilities that the post may involve. The exact nature of these duties and responsibilities will change over time and the postholder will be expected to work flexibly and carry out any work that is reasonably required.

- | | |
|---|--|
| 1 | To maximise sales, increase brand awareness and deliver the most efficient and creative marketing outcomes possible, for the full range of Shetland Arts Development Agencies produced, visiting and participation work. |
| 2 | To manage the day to day running of the department, the budget, campaigns, print and brochure design, collation and production, creation of show images, evaluation, etc, with the aim of exceeding targets for sales. |

3	To maximise all opportunities to promote the ethos, creative work, community role and national significance of Shetland Arts Development Agency, Ensuring SADA's brand values and identity are protected.
4	To support the Chief Executive in producing the annual budget, and to have day to day responsibility for the managing and monitoring of all marketing budgets, including processing invoices.
5	To work effectively with agencies, other promoters, partners and visiting companies to agree and deliver marketing plans for all work
6	To be principle liaison with design, print and other marketing / communications agencies, delegating where necessary
7	To use the Box Office system to plan and track mailings, distribution, brochures, campaigns and all other audience communications.
8	To develop membership and other income generating schemes.
9	To ensure effective tracking of all campaigns and other activities, and analyse 'return on investment' to inform future planning.
10	To support the implementation of the Audience Development Plan, and monitor all delivery against its targets.
11	To work closely with the Front of House Manager in developing the use of the Box Office system to maximise marketing insight and opportunities.
12	Keeping abreast of developments in new media technology and methods of delivery.
13	Ensuring the SADA creates, cultivates and maintains online ambassadors, reviewers, media partners and other stakeholders.
14	To play an active role in cultivating and developing relationships with external stakeholders, in the city, county and region, in and beyond the arts, leisure and marketing worlds.
15	To keep up to date with arts, leisure, marketing and media developments regionally and nationally.
16	To act as a representative of SADA at external meetings
17	To create and maintain strong, informed relationships with other Arts Organisation in Shetland, across Scotland and internationally
18	To undertake such other responsibilities as shall be assigned from time to time by the Chief Executive and Senior Management Team.

Competencies

How you will do it:	
Attention to detail	<ul style="list-style-type: none"> • Responsible for the use of systems and procedures to ensure high standards of quality • Monitors the progress of projects against milestones or deadlines • Thoroughly checks plans for feasibility • Checks details and facts with original sources in cases of uncertainty
Commercial and Business Awareness	<ul style="list-style-type: none"> • Displays an understanding of how own role fits within the broader organisation and sector • Displays sector understanding and knowledge • Displays sound commercial judgement • Weighs up cost versus quality implications, both from a short-term and a long-term perspective • Draws on previous experience to enhance profitability • Looks for ways of getting improved value for money • Targets and uses resources in own area to optimise performance • Sees and takes commercial opportunities
Team Working	<ul style="list-style-type: none"> • Encourages team unity through sharing information and expertise, working together to solve problems, and putting organisational success first • Encourages team to view things from the perspective of all stakeholders • Praises the team and its achievements to others • Anticipates and addresses unproductive conflict within the team • Actively builds networks of formal and informal relationships • Ensures joint ownership of goal setting, commitments, and accomplishments; involves everyone on the team
Communication	<ul style="list-style-type: none"> • Communicates with authority and sensitivity • Makes mundane subjects interesting • Uses reasoned arguments to build consensus where disagreement exists; is open and honest • Is persuasive in explaining the organisation's business to staff and external stakeholders • Establishes and maintains appropriate communication channels with external stakeholders • Uses a wide range of influencing and negotiating techniques to win people round from an opposing view
Creativity	<ul style="list-style-type: none"> • Has a clear vision on factors that play an important role in the decision-making process within the organisation

	<ul style="list-style-type: none"> • Initiates and drives the development of innovative services • Produces unique or imaginative responses to a problem • Recognises unsuccessful innovations as learning opportunities for future initiatives • Has the capability to present a clear business case
Customer Focus	<ul style="list-style-type: none"> • Builds in-depth partnerships to understand the stakeholder and their requirements • Pro-actively works to exceed stakeholder expectations in line with resources available • Recommends different and innovative approaches based on the understanding of stakeholder needs • Responds to the needs and feelings expressed by stakeholders whilst considering the needs of the organisation • Tailors services to best-fit stakeholder needs
Planning & Organising	<ul style="list-style-type: none"> • Identifies key milestones in a complex planning process • Draws up clear milestones and measures in order to monitor achievement against plans • Coordinates efforts and resources in a goal-orientated and structured way by paying attention to technical and time-bound feasibility • Sets out and communicates clear objectives/milestones to all those involved • Monitors the use of resources to identify where/how they may be more effectively used • Sets priorities to take account of short and long-term needs • Anticipates immediate risks and problems in area of responsibility
Developing Others	<ul style="list-style-type: none"> • Proactively plans individual/team development • Takes actions to build and maintain teams capable of acting autonomously within agreed parameters • Understands the appropriateness of when to be a mentor/coach and when to be a director • Assesses and plans for the formal training requirements of people in the team • Actively creates development opportunities • Guides and navigates team members towards ambitious goals and provides necessary resources to help build desired competencies • Ensures opportunities are available or created to reinforce new and developing skills • Identifies and proactively manages poor performance in team members
Leadership	<ul style="list-style-type: none"> • Leads by example and is a positive role model of values and declared models/policies

	<ul style="list-style-type: none"> • Empowers staff and delegates responsibility and authority appropriately • Allows there to be autonomy to achieve delegated responsibility with coaching as required • Treats staff fairly and according to their and the organisation's needs • Acknowledges people's achievements and gives them credit • Creates an environment whereby high levels of professional conduct are the norm • Inspires others through own commitment and enthusiasm
<p>Judgement and Decision Making</p>	<ul style="list-style-type: none"> • Takes responsibility for unpopular decisions made by self and team • Scans internal and external environment and uses others' expert knowledge for reaching a sound decision • Balances analysis, wisdom, experience and perspective when making decisions • Identifies most appropriate course of action when faced with incomplete facts

Person specification: Marketing Manager

	Essential	Desirable
Personal features and qualities	<p>A passion for creativity</p> <p>Capacity to work under pressure in a calm friendly manner</p> <p>Ability to apply standards consistently</p> <p>Flexible, adaptable and responsive</p> <p>A passion for delivering high levels of Customer care</p> <p>Willing to work flexible and or unsociable hours, as and when required</p> <p>A passion for sales</p>	
Relevant experience	<p>Willing to work towards relevant qualification</p>	<p>An established and proven track record in a similar/complementary marketing role</p> <p>Marketing and audience development including a commitment to widening access</p> <p>Proven working relationship with the press with creative flair to be able to sell ideas/stories to the media</p> <p>Presentation skills to a variety of stakeholders</p>
Education	<p>Educated to degree level in relevant Discipline or extensive experience in a similar role</p>	<p>Marketing or communications related training. Member of CIM</p>

Skills, abilities and knowledge	<p>Excellent written and spoken communication skills; fully computer literate and numerate with good copywriting skills</p> <p>Ability to prioritise work load</p> <p>Operating e-mail systems</p> <p>Proven ability to manage and deliver multiple projects within budget and tight deadlines</p>	<p>Cross Art Form thinking</p> <p>Education Awareness</p> <p>Understanding of Community Development Principles</p>
Other	A proven commitment to accessibility and diversity	Access to own transport to travel between Shetland Arts Venues and Events