Employer: **Kings Place Music Foundation**

Date: **November 2018**

Department: **Marketing & Communications**

Responsible to: **Digital Marketing & Communications Manager**

**Role Objective:**

The Marketing & Communications Coordinator is responsible for coordinating the promotion of the Kings Place artistic programme, and ensuring consistency across all platforms. Working with the Head of Marketing & Communications, Digital Marketing & Communications Manager, and a second Marketing & Communications Coordinator, the role holder will use their knowledge of online and offline publicity platforms, advertising and other digital technologies to engage with a wide range of audiences and ensure maximum exposure for Kings Place and its programme

**Key Duties**

* Working with the Marketing team to execute, monitor and evaluate strategic campaign plans by employing the full range of communication tools with a focus on digital marketing
* Promoting the Kings Place artistic programme

Social Media

* Working with the Marketing team to develop a social media strategy around the Kings Place brand
* Utilising the Kings Place social media platforms effectively to engage with new and existing audiences and promote Kings Place artistic events
* Creating fresh and creative content and scheduling posts and tweets
* Identifying and engaging with new and niche audiences, fan communities and influencers
* Reporting on social media campaigns on a seasonal basis

Digital Marketing

* To contribute to the development and implementation of strategies to develop and maximise Kings Place’s digital capacity and achieve commercial targets
* Working with the Marketing team on the digital marketing mix including email, social, SEO, PPC and paid content
* Ensuring all seasonal events are featured on the website by the agreed deadlines and kept up-to-date
* Supporting the Digital Marketing & Communications Manager in implementing the ongoing development of the Kings Place website
* Working with the Visitor Services and Marketing Departments to ensure an effective online user journey and maintain good housekeeping of audience data
* Ensuring all general information on Kings Place is correct and up-to-date
* Liaising with the Box Office to ensure web complaints/suggestions are responded to in a timely manner
* Working with the Box Office to ensure the website’s integration with ticketing system Tessitura is operational

Development and Production of Marketing Materials

* Attending marketing meetings and circulating minutes with clear action points
* Creating effective campaign timelines and ensuring the timely delivery of the tasks
* Commissioning, supervising and monitoring the work of external suppliers, including designers, printers, agencies and consultants
* Liaising with curators, artist managers and/or performers throughout the campaign
* Writing and repurposing marketing copy with a creative flair
* Liaising with design agencies / free-lance designers on required projects (e.g. flyers, posters, advertisements) and designing marketing materials in-house when necessary
* Organising the distribution of printed publicity materials
* Proof-reading all Kings Place-related material, produced internally or externally
* Planning, implementing and monitoring effectiveness of online listings
* Compiling marketing data and audience survey results and interpreting them in line with campaign goals
* Coordinating the venue’s print production activities, including the production of the twice-yearly What’s On Guide and the dedicated brochure for its annual series, *Unwrapped*

**Additional Duties**

* To act as the brand guardian, ensuring that the Kings Place brand identity is maintained across the organisation and on external platforms at all times
* To prepare reports and provide data, statistics and commentary as required
* To undertake the maintenance of the marketing archive and image files
* To undertake the day-to-day supervision of work placements within the department
* Support the Digital Marketing & Communications Manager as and when required
* Comply with the KPMF equal opportunities and health and safety policies
* Undertake any other duties as required as appropriate to the grade and role of the post

**Requirements**

* Suitable digital marketing experience, preferably in the arts, culture or not-for-profit sector
* Passion and enthusiasm for digital marketing
* Good knowledge of digital marketing channels including email, social – organic and paid search, SEO, affiliates and paid social promotions
* Proven track record of effective social media management
* A general understanding of the cultural landscape of London
* Previous experience in working with a CMS
* An understanding of design and layout software: Adobe Creative Suite (Photoshop, InDesign, Illustrator)
* Excellent IT skills, including Word, Excel & PowerPoint
* Basic HTML coding skills would be preferable
* Refined copywriting skills
* Good negotiation skills
* Educated to degree level or above
* Excellent verbal and written communication skills
* Excellent organisational and coordinative skills
* Excellent planning and time management skills

Desirable

* Knowledge of classical music