

Head of Marketing & Communications



Employer: **Kings Place Music Foundation**

Date: **May 2025**

Department: **Marketing & Communications**

Responsible to: **Director of Audiences**

Responsible for: **Senior Marketing Manager**

Kings Place is a committed equal opportunities employer. We strive to provide our employees with a work environment free from discrimination where everyone can succeed and excel. We recognise that our organisation is enriched and strengthened by a diverse workforce and we welcome applications from everyone.

Role Objective:

Reporting to the Director of Audiences, the Head of Marketing oversees the delivery of Kings Place's Marketing and Communications strategy. The role exists to nurture existing audiences and to develop new and diverse audiences for the Kings Place programme while maximising brand exposure, reach and box office income.

The Head of Marketing will work closely with the Programme and Visitor Services departments and plays a central role in communicating the Kings Place mission and values from the digital to the in-person customer journey.

As a Senior Manager of Kings Place Music Foundation the role is responsible for ongoing contribution to the strategic direction, business plans, financial accountability, management and care of staff, and the operational effectiveness of the Company to ensure that the vision and objectives of KPMF are delivered at all times.

Key Duties

Strategy

- Work with the Director of Audiences and Artistic Director to develop Kings Place's Marketing & Communications strategy
- Maximise sales, increase brand awareness and develop new and diverse audiences for the Kings Place programme, in person and online
- Manage and support the Marketing and Communication team in delivering the overall strategy to drive the business forward to achieve its growth targets

Brand Building

- Act as Kings Place brand ambassador, ensuring a coherent and consistently high-quality brand proposition across all of Kings Place's public-facing activities
- Ensure consistent creative, design and messaging across all channels and marketing materials in line with the established brand identity

Campaign Management

- Lead the Marketing & Communications team in the delivery of ticket sales and brand building campaigns to ensure maximum audience attendance and Box Office income for the Kings Place programme
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- Make budgetary recommendations and devise annual media plan within agreed marketing budget. Take responsibility for delivering against budget while maximising value for money
 - Oversee integrated campaign plans utilising a mix of digital advertising - including email marketing, paid social, PPC, digital display, organic social media, video, filming & photography – plus PR, print adverts, printed materials and in-venue display

Press & PR

- Manage Kings Place's Communications & PR Strategy, working closely with the Director of Audiences, Artistic Director and external PR partners, to maximise coverage in national/international press and maintain good relationship with key media stakeholders

Team Management

- Develop and mentor the Marketing & Communications team to encourage motivation, team-building and personal growth
- Regularly assess and enhance team capabilities, facilitating coaching and training, and identifying where new skills are needed
- Line Management of the Marketing & Communications Manager, Executive and freelance roles

Systems & Process

- Develop and maintain efficient systems to manage a high volume of event campaigns
- Manage the Kings Place website and its development, and relationship with developer
- Be accountable for all digital marketing channels including email marketing platforms, website, Google accounts (including GA4, Google Grant, Google My Business & Tag Manager), social media and digital content accounts, website add-ons and hosting platforms
- Stay abreast of industry-wide best practice and digital innovations to keep KPMF up-to-date and competitive

Audience & Data Insights

- Work with the Head of Visitor Services and Head of Development to champion audience insight and data analysis to maximise future development efforts, and to support decision-making and evaluation of KPIs
- Support the Director of Audiences in identifying emerging sales trends and regularly reporting marketing performance to the team, Directors and board of Trustees
- Regular evaluation of campaign efforts, supported by sales figures and other KPIs
- Ensure all marketing activity is GDPR compliant

Development, Partnerships & Schemes

- Work closely with the Head of Development in providing marketing support to promote the Kings Place Friends programme and philanthropic strategy
- Support the Head of Development on partnerships and corporate opportunities for brand alignment with individuals and organisations that may enhance Kings Place's brand value
- Devise and implement strategies to encourage audience retention and reward loyalty

Additional Duties

- Assist the Director of Audiences and team of Directors as and when required
 - Contribute to the overall leadership of KPMF as a leading figure in the Senior Management Team, attending and contributing to regular monthly Heads of Department meetings and all staff meetings
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- Drive initiatives that contribute to long-term operational excellence and establish and enforce organisational standards
 - Develop and maintain policies and procedures relating to all areas of responsibility
 - Be a spokesperson and ambassador for KPMF at external meetings and events, also providing a key communication link between our suppliers, customers, clients and stakeholders
 - Attendance at key events to keep abreast of audience and artistic experiences
 - Build effective external networking relationships and collaborative partnerships
 - Support Kings Place's efforts in promoting Diversity & Inclusion and sustainability, and champion these initiatives both internally and externally
 - 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
 - Regularly attend KPMF performances and other events

Requirements:

Essential

- Experience in a senior marketing role preferably in live music, arts or media
- Expertise in consumer marketing for ticketed events
- Strong leadership skills and ability to manage a team
- A supportive approach to team leadership
- Proven ability to build strong working relationships and develop organisational partnerships
- A general understanding of the cultural landscape of London
- Passionate about music, arts and culture
- In-depth knowledge of digital marketing channels including email, social and paid social promotions
- Proven track record of effective social media strategy
- A creative flair for copywriting and content creation
- Excellent verbal and written communication skills, adaptable to all levels of the organisation
- Meticulous approach to planning and process
- Previous experience in managing websites
- Ability to draw insights from key marketing analytics and make data-based decisions
- Excellent reporting and presentation skills
- Effective negotiation skills

Desirable

- Knowledge of multiple music genres, especially classical, folk, jazz & contemporary
 - Familiarity with ticket purchase platforms and optimising the booking journey UX
 - Familiarity with CRM systems for reporting, audience insights and booking data analysis
 - Good knowledge of SEO strategy
 - Experience of using Canva, Photoshop and video editing software
 - Experience of project management software
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