
THE COURTYARD TRUST

JOB DESCRIPTION

Post Title:	Digital Marketing Officer	Department:	Marketing & Sales
Post Reference:	CY05/042	Grade/Salary:	£19,000
Hours per Week:	40 (full time)	Based at:	The Courtyard, Edgar Street, Hereford, HR4 9JR (but the post holder may be relocated in the interests of the efficiency and effectiveness of the organisation)
Responsible to:	Head of Marketing & Sales	Responsible for:	Marketing Volunteers Student Placements Staff allocated on a project basis

Purpose of the Post

To be a key member of The Courtyard's Marketing and Sales Team. You will work closely with the Head of Marketing and Sales and Marketing & Audience Development Manager to devise and run imaginative and effective campaigns for in-house shows, visiting productions, films and events, with the aim of engaging audiences, hitting ambitious sales targets and supporting audience diversity.

A key responsibility of the role is leading on The Courtyard's digital strategy, creating innovative and effective digital content, as well as managing the internal marketing plans for Courtyard Food & Drink, Visual Arts and Fundraising.

Working together as a team, this post will help to contribute to the ongoing Marketing and Communications Strategy, Audience Development Strategy, Branding Guidelines and marketing planning process.

1. Duties & Responsibilities – Digital

- 1.1 Managing and developing The Courtyard's digital and social media strategy.
- 1.2 Implementing digital marketing activity, covering the full range of our work through our online platforms and social media channels. Ensuring that The Courtyard's digital channels are vibrant, relevant, accurate, up-to-date and represent The Courtyard's brand.
- 1.3 Writing copy, sourcing images and producing rich content such as audio and video.
- 1.4 Developing content for the website, ensuring it is up-to-date, accurate and engaging.
- 1.5 Setting up, maintaining and developing a photo library of images for The Courtyard, commissioning new photography and maintaining the existing key images
- 1.6 To act as digital champion for the organisation – to ensure that digital opportunities are considered during creative conversations.
- 1.7 To undertake relevant training and mentoring to remain at the cutting edge of digital technologies and keep up to date with relevant digital marketing trends and behaviours.
- 1.8 To be the lead point of day-to-day contact with our website developer, including coordinating maintenance and development projects.

- 1.9 To report on digital activity and campaigns using a variety of analytics tools.

2. Marketing

- 2.1 Implement detailed marketing plans, in conjunction with the Marketing department, using social media, e-shots, advertising and direct mail activity.
- 2.2 Work proactively and closely with all departments and organisations based within The Courtyard, to seek a wide range of cross-promotional opportunities.
- 2.3 To work closely with the Head of Marketing & Sales to deliver all print and publications, following brand guidelines. This includes copy writing, design concept, editing and proofing.
- 2.4 Assist in promotional opportunities and ideas from conception through to delivery.
- 2.5 To take responsibility for a range of marketing activities as specified by the Head of Marketing and Sales.
- 2.6 Management of incentives and offers for proactive marketing. These include competitions, review tickets and added value marketing tools for promotional use.
- 2.7 Encouragement and regulation of The Courtyard's brand, logos and identity.
- 2.8 Engage with and implement digital activity for The Courtyard's social media accounts.
- 2.9 Create content for use on The Courtyard's blog.
- 2.10 Update content on The Courtyard's website.
- 2.11 Actively work to promote internal departments, such as The Courtyard Food & Drink, Fundraising and Visual Arts.
- 2.12 Using design software to design in-house print to branding guidelines.
- 2.13 To maintain effective internal communications to ensure that all departments are kept informed of marketing objectives.

3. Budgetary Management

- 3.1 To have responsibility for the efficient and effective management of delegated budgets whilst maintaining up-to-date and accurate budgetary records.
- 3.2 Ensure that financial procedures, policies and guidelines are complied with at all times.

4. Audience Development

- 4.1 Responding to the specific distribution needs of a particular show.
- 4.2 Identifying target markets and developing strategies to communicate with them.
- 4.3 Work with the Marketing & Audience Development Manager to help develop initiatives that make The Courtyard more accessible to a diverse audience.
- 4.4 Project management with the Marketing & Audience Development Manager on external marketing events/PR events.

5. Planning & Project Management

- 5.1 Contribute creatively in campaign mind mapping meetings when marketing in-house and received shows.
- 5.2 To undertake marketing research to contribute to a marketing strategy.
- 5.3 Ensure that The Courtyard's audience database (Spektrix) is maintained and updated as necessary and using the database as a major marketing tool to boost ticket sales and attendance.
- 5.4 Identifying target markets and developing strategies to communicate with them.
- 5.5 Work with the Customer Service team to run any sales promotion strategies and to improve data.
- 5.6 To monitor and report on effectiveness of marketing and press communications.

6. Personnel Management

- 6.1 Provide direction, instruction, guidance, support and supervision to staff under their control.
- 6.2 Work to ensure high levels of morale motivation and communication amongst staff at all times.
- 6.3 Participate in the recruitment and selection of relevant staff.
- 6.4 Appraise and monitor the performance of designated staff according to The Courtyard's Staff Appraisal Policy and Procedures.

7. Miscellaneous

- 7.1 To be familiar with and comply with all policies contained within the Staff Handbook, and all other relevant health & safety, operational, personnel, data protection and financial regulations, policies and procedures.
- 7.2 To be flexible and adaptable, and to perform any other duties within the organisation that from time to time may be required. In particular, the Marketing and Sales team work very closely, so there may be occasional need for Box Office cover.
- 7.3 The post holder's duties must at all times be carried out in compliance with The Courtyard's Equal Opportunities Policy ensuring equality of opportunity is afforded to all persons both internal and external to The Courtyard, actively seeking to eliminate any direct or indirect discriminatory practices/behaviour.
- 7.4 This job description is not an exhaustive list. The Marketing Officer is expected to perform different duties and tasks as necessitated within the overall objectives of The Courtyard.

8. Special Conditions

- 8.1 *Working Hours:* this post is full time (40 working hours per week – meal & other breaks must be taken in addition). The post holder may be required to work unsociable hours, including evenings, weekends and bank holidays, as part of their normal working week.
- 8.2 *Holiday Entitlement:* The Courtyard offers 28 days' annual leave, including bank holidays.
- 8.3 The post holder does not qualify for overtime payments, but time off in lieu will be given for any hours worked in excess.

8.5 Occasional car user or access to a car/being driven
