

Job Title:	Marketing Campaigns Manager
Responsible to	Head of Marketing
Location:	Elmbank Crescent, Glasgow G2 4PT
<p>Main purpose of job</p> <p>To devise, plan and manage effective marketing campaigns for all areas of Scottish Opera activity with the aim of maximising ticket sales, increasing audience diversity, raising awareness and encouraging access and engagement.</p>	
<p>Key accountabilities</p> <ul style="list-style-type: none"> • Deliver efficient and effective campaigns targeted at new and existing audiences, to maximise sales and attendance. • Liaise with venue management, promoters, and box offices to ensure well-planned, collaborative marketing activity, accurate flow of information and fulfilment of agreed objectives for events across Scotland. • Use the CRM system (Spektrix) for customer segmentation and targeting. • Line-manage, motivate and supervise the work of the Senior Marketing Officer (Campaigns) and two Marketing Officers (CRM and Web Development). • Drive, co-ordinate and monitor digital, social and print marketing activities, ensuring a balanced distribution of work to ensure deadlines are achieved. • Collaborate with the in-house graphics team to develop campaign materials. • Manage media agencies to run effective campaigns. • Work closely with the Head of Marketing to ensure income targets are exceeded, growth in audience diversity, and management of expenditure reports. • Oversee set-up on Spektrix and with venues for additional events (such as Opera Highlights tours and Opera in Concert) and ensure timely delivery of all relevant information for publication and promotions. • Write effective, accurate and consistent copy that reflects Scottish Opera's tone of voice and follows brand guidelines. • Work as a member of the Marketing team, developing and maintaining an awareness of the objectives and activities of the wider team as they relate to the role. • Work with the Head of Marketing to support other departments including Education and Fundraising. • Proof read copy and collateral, as required. • Circulate ticket sales figures and analysis. • Carry out front of house and box office duties where necessary at venues across Scotland. • Answer incoming box office calls and process bookings on Spektrix, providing excellent customer service on the phone and in person. • Oversee enquiries, correspondence and complaints. • Ensure cover and management of the guest ticket desk at opening nights and concerts. • Undertake additional marketing tasks as requested by the Head of Marketing and the Director of Marketing & Communications. 	

Person Specification

The post holder will be expected to have the following skills and experience:

Essential

- Significant experience in marketing, including project management, line management and running a team.
- Efficient and effective management of resources.
- Experience of successfully developing and implementing creative marketing campaigns.
- Development of campaign materials through collaboration with graphic designers.
- Experience of strategic digital marketing and knowledge of digital analytics reporting to monitor activity and engagement, and inform decision-making.
- Effective leadership and influencing skills.
- Excellent communication skills, both written and oral, and acute attention to detail.
- Excellent planning, organisational and IT skills, with an ability to manage, delegate and prioritise.
- Self-motivated, with the ability to motivate others.
- Results oriented, with energy and enthusiasm for getting things done on time and within budget.
- Ability to establish and sustain excellent working relationships with people, both within and outside an organisation.
- Be customer / audience focused.
- Understanding of the importance of brand.

Preferable

- Working knowledge of Spektrix.
- A higher education qualification.
- An interest in opera and a passion for the arts.
- A full, clean UK driving licence.

General terms and conditions

Contract:	Permanent
Hours:	Standard hours are 35 hours a week, 9.30am to 5.30pm, Monday to Friday with one hour for lunch. Evening work and travel within Scotland will be required.
Annual salary:	Circa £29,357, depending on experience
Holidays:	25 days per annum plus 10 Public Holidays
Probationary period:	3 months
Pension:	You will be automatically enrolled into a qualifying workplace pension scheme (QWPS). You will contribute 4% of your salary, the Company contributes 8%.