

Marketing & Events Manager

Job Description

(35 hours per week. Permanent contract. Salary from £28k - £30k p.a. based on experience.

Office location is Belfast)

The Role:

As Marketing & Events Manager for Arts & Business NI (A&B NI) you will be responsible for the development and delivery of an integrated marketing & events strategy for A&B NI that is innovative and reflects the creativity that underpins the A&B NI brand.

You will lead on the development and implementation of a co-ordinated marketing & digital strategy that fires the imagination, inspires engagement and helps convey the A&B NI message and offer in a creative and clear way.

You will work with colleagues to capture the impact of what we do so we tell our story and share this with existing and new audiences and stakeholders to fuel our growth and inspire new collaborations.

You will work with the Head of Arts and Head of Business on the development of an integrated events strategy, to include both business and arts events. You will lead on overseeing the delivery, event management and marketing of these events and will be supported in event delivery and operations by colleagues in the business and arts teams.

Responsibilities:

As Marketing & Events Manager you will:

- Be responsible for the development and delivery of an integrated marketing & events strategy that is innovative and reflects the creativity that underpins the A&B NI brand.
- Liaise with colleagues to develop an integrated marketing and digital strategy for A&B NI that conveys the A&B NI message and offer in a creative and clear way.
- Work with the Head of Arts and Head of Business on the development and implementation of seasonal and thematic campaigns to raise our profile and promote our products and services such as: arts and business membership; A&B NI events, A&B NI professional development programmes and creative training services.
- Lead on the development of A&B NI marketing collateral and materials, printed and/or digital that reflect the A&B NI brand and offer clarity of message about what we do.
- Oversee the external messaging and member communications to ensure they reflect the A&B NI brand and support the marketing strategy.
- Take lead responsibility for the development of, and the look and feel of, the A&B NI website ensuring that it is an effective part of our marketing and digital strategy and reflects the quality of A&B NI brand.

- Lead on a digital strategy for A&B NI to include social media and other online communication tools ensuring the content and tone reflect the A&B NI brand and support the marketing strategy.
- Work with Head of Arts and Head of Business to feed into planning and content of A&B NI events for business and arts audiences.
- In collaboration with colleagues develop an integrated A&B NI events strategy and annual event planning calendar, lead on event management and liaise with and oversee business and arts colleagues in the A&B NI team to ensure the efficient and professional delivery of arts and business events.
- Ensure that A&B NI events are delivered in a timely and professional manner and on budget, and reflect the creativity that underpins the A&B NI brand.
- Where relevant, liaise with A&B NI sponsors and funding stakeholders to meet and exceed expectations and requirements.
- Provide support in securing sponsorship for A&B NI events, via cash or in-kind support.
- Work with colleagues to capture the impact of what we do and share this with others, via development of case studies, digital tools and the development and implementation of post event PR plans.
- Lead on the development of an A&B NI business and arts member newsletter (2 p.a.). Work with colleagues to ensure that content is relevant to our members and supports the marketing strategy and A&B NI brand.
- Take lead responsibility for maximising the potential from the CRM system in regard to member engagement and member communications, ensuring that we have a coordinated approach to database management and meet legal requirements around GDPR.
- To be a positive, professional and responsible ambassador for A&B NI.
- Work closely with other colleagues to complement cross-departmental activities.
- Undertake other work as required, and attend evening and other functions as appropriate.
- Carry out any other duties as may be reasonably required by the CEO.

Person Specification

Personal Attributes

- A positive, driven and innovative professional who is able to work independently and as part of a team
- Confident and energised by people and fast-paced environments
- An ability to create, nurture and work with a diverse network of contacts and organisations
- High level of attention to detail
- Highly organised and proficient at managing multiple projects simultaneously
- Diplomatic and calm under pressure
- Able to manage resources and budgets
- Communicate effectively through written or verbal mediums with strong presentation skills
- An honest and integral team player with a good sense of humour
- Creative mindset
- A passionate and positive attitude; naturally collaborative, highly organised, willing to take on responsibility outside your role to get the job done
- Motivated, driven and results orientated individual who can work on own initiative and is keen to be a success and asset to A&B NI

Essential Experience and Skills

- At least 3 years proven experience in a marketing role
- Proven experience in excellent event management and project management skills
- Experience of digital marketing
- Excellent logistics, project planning and management skills
- Be proficient in using computer applications and software (minimum WORD, EXCEL and PowerPoint) and confident in using a CRM system
- Demonstrate tenacity, drive and energy in meeting deadlines and business goals
- Flexibility and willingness to travel as required

Desirable

- Demonstrable interest and enthusiasm for the Arts

To apply:

Please send your completed application form and monitoring form by hard copy or via email to Sarah Mackey at s.mackey@artsandbusinessni.org.uk by Thursday 30 January 2020 12noon. Postal address: FAO: Sarah Mackey, Arts & Business NI, Bridge House, 2 Paulett Avenue, Belfast, BT5 4HD.

Please note: shortlisted applicants will be invited to attend an interview on Tuesday 11 February 2020. Following Round 1 interviews there will be a further shortlist selected who will be invited to attend a second interview on Monday 17 February 2020.

Arts & Business NI is an equal opportunities employer.

Arts & Business NI's Principal Funder is the Arts Council of Northern Ireland

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