



Marketing & Communications Manager

Dovecot Studios

Location:	Edinburgh
Salary:	£26 - 29k
Reports to:	Head of Commercial & Operations
Full time:	40 hours per week excluding breaks
Days:	Monday to Friday, working flexibly at weekends and evenings
Pension:	Dovecot operates a group pension scheme
Annual Holidays:	28 days + 9 bank holidays pro rata

The Role

The Marketing & Communications Manager is responsible for increasing Dovecot's audience for tapestry, exhibitions and other commercial activities. You will create and implement press and marketing plans to boost the profile of Dovecot as a world-renowned tapestry studio, events venue and visitor attraction. Key responsibilities include the website, social media, digital and print communication; obtain necessary approval on all marketing collateral; managing the Commercial Marketing Officer and collaborating with colleagues to meet deadlines. Working strategically to meet commercial revenue and audience development targets, you will conduct market research and evaluation; develop pricing and promotional strategies; coordinate and manage marketing partners and identify opportunities to enhance the Dovecot brand.

Reporting to the Head of Commercial & Operations, the successful candidate will have proven marketing, advertising and communication skills in a commercial or target-driven environment. You will be able to think creatively and analytically, generate content and implement plans effectively to get results. Excellent written and verbal communication skills are essential. The job is perfect for a candidate with a demonstrable track record of marketing and communications, looking to take their next step and assume a significant level of autonomy and responsibility.

MAIN DUTIES AND RESPONSIBILITIES:

The person appointed will be required to work flexibly. Dovecot operates over a seven day week and is open to the public Monday until Saturday from 10am during exhibitions. On Sunday, except during the Festival period, Dovecot is closed to the public but available for events, meetings and other activities. It is envisaged the post holder will work Monday to Friday including one Saturday each month as a buildings duty manager but the demands of the Dovecot diary will require flexibility to ensure business needs are met, including working evenings and bank holidays.

Marketing & Communications Strategy

- Work with the Head of Commercial & Operations to develop and drive a marketing and communications strategy to increase the reach and impact of Dovecot Studios work.
- Plan and manage delivery of dynamic, innovative and results-led press and marketing campaigns contributing to the achievement of commercial sales targets and audience development.

- Conduct market research and evaluation, including visitor surveys, and interrogate sales data to identify trends and inform visitor targets plus the audience development strategy.
- Coordinate and manage marketing partners and identify opportunities to enhance the Dovecot brand.
- Contribute to and strengthen tapestry sales and fundraising proposals with robust and creative marketing and communication strategies.
- Oversee Dovecot brand management and promotion to ensure all activities are aligned with Dovecot's aims and objectives and the brand values are adhered to.

Marketing & Communications Operation

- Implement press and marketing campaigns to attract target audiences across all commercial activity, driving footfall and generating ticket sales.
- Write press releases, website copy, social media content, blogs, newsletters, video scripts and other copy to ensure great communications over a range of channels from print to digital that engage, influence and drive Dovecot's profile among key stakeholders.
- Manage the Dovecot website, devising and implementing digital, online and e-marketing as a core part of exhibition marketing campaigns in the lead up to, and after, they open.
- Drive the use of digital and social media channels to engage audiences and broaden our reach.
- Design and develop creative communication and marketing materials – proposals, presentations, sales documents and other assets – to support the Business Development & Sales Manager in maximising Venue Hire and Tapestry Studio sales.
- Identify, devise and develop third-party promotions and media partnerships with relevant organisations and groups.
- Plan and deliver Dovecot tapestry and exhibition press events and private views with support from the Exhibition Curator as well as the Commercial team.

Management and general responsibilities

- Joint line managements of the Commercial Marketing Officer
- Manage the marketing budget as agreed with the Head of Commercial & Operations.
- Manage and recruit external press and marketing agency support where necessary and develop an approved supplier list delivering on cost and quality.
- Attend meetings and deputise for Head of Commercial & Operations as required.
- Be prepared to assist at the Dovecot information desk and front-of-house or other areas of the business as required.
- Be one of the emergency points of contact for the Dovecot building – Monday to Sunday 24/7.
- Undertake such other duties as may be reasonably required to ensure the smooth day-to-day operations of Dovecot.

This job description sets out the key responsibilities and tasks of the post and is not exhaustive. It may alter with the changing needs of Dovecot. This job description may be reviewed and updated annually.

We are committed to equality of opportunity for all staff and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships. As part of our equal opportunities monitoring process we will email all applicants an equal opportunities form to complete and return.

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Person Specification		
	Essential	Desirable
Skills/Abilities	<p>Excellent people management, project management, administrative and organisational skills.</p> <p>Strong commercial skills in negotiation, liaison and ability to build and develop relationships with a range of customers and stakeholders.</p> <p>Target driven and numerate with excellent sales skills including use of EPOS retail systems.</p> <p>Proven ability to contribute and successfully deliver against a business strategy.</p> <p>Excellent communication and written skills, including writing reports.</p> <p>Initiative and a proactive approach to problem solving.</p> <p>Computer literate with proven ability to use Microsoft Word, Excel and PowerPoint.</p> <p>Knowledge of MailChimp & email marketing</p> <p>Experience of WordPress, Google Analytics, Adobe Suite, Hootsuite and Linktree</p>	<p>Understanding of mixed model economy cultural organisations.</p> <p>Ability to source or deliver appropriate training and skills development programmes.</p>
Knowledge	<p>An understanding of personal and collective responsibility with regard to Security and Health & Safety regulations and procedures.</p> <p>Knowledge of marketing and PR, including digital technology and interactive media.</p> <p>Awareness of the issues and challenges associated with engaging with young people and harder to reach groups.</p> <p>Commitment to equality and diversity</p>	<p>A knowledge of modern and contemporary visual arts and design.</p>
Qualifications & Professional training	<p>Educated to degree level or equivalent experience.</p>	<p>Accredited CIM Qualification</p>
Experience	<p>Minimum of 3 years marketing and communications experience within a target-led environment, ideally in the retail, events, gallery or arts sector.</p> <p>Experienced in managing relationships at a senior level and leading a team of customer-facing staff.</p> <p>Specific experience of setting, monitoring and controlling project budgets.</p> <p>Proficient in motivating and developing an effective team.</p>	<p>Management of volunteers.</p> <p>Management and organisation of fundraising events.</p>
Other requirements	<p>A flexible and adaptable approach to working hours that will include some evening and weekend work.</p>	<p>Creative and commercial sensibility</p>