



MARKETING COORDINATOR

TERMS	Permanent	WORKING DAYS	3 days a week - flexible
SALARY BANDING	£24,000-£26,000 pro rata experience dependant	HOLIDAYS	20 days + Bank Holidays rising to 25 days after 1 year
CONTRACT TYPE	Part Time	LOCATION	Office Based

ABOUT THE MONTGOMERY

Affectionately known to all as The Monty, we have a clear goal of being Yorkshire's leading theatre and arts centre for children and young people. Our building is currently undergoing an important redevelopment to improve accessibility for all users. The Monty is entering a new phase focussed on being a vibrant and culturally diverse theatre dedicated to providing exceptional artistic experiences for families and young people.



We are committed to nurturing the talents and creativity of young individuals in our community through our Youth Programmes such as the Youth Theatre of Sanctuary with SBC, Monty Makers, Monty on the Move, Schools Festival and Mini Mig Mat. We are always expanding our programmes alongside how the Monty is well used and loved by many community groups and organisations across Sheffield.



POSITION OVERVIEW

As Marketing Coordinator, you will assist all departments in executing marketing campaigns, overseeing the creation of social media content and writing branding and social media guidelines and policy for the organisation, conducting market research, and performing various administrative tasks to contribute to the selling of shows and communicating to Monty audiences what's going on during this key time of development.



KEY RESPONSIBILITIES

CAMPAIGN SUPPORT AND BRAND AWARENESS

- Taking a proactive role in elevating brand awareness by implementing strategic initiatives, cultivating partnerships, and improving marketing approaches to enhance the Monty's visibility and reach
- Lead on the development and execution of marketing campaigns across digital, social media, email, and print working to build up attending audiences for productions held at the Monty
- Oversee the creation of social media assets and scheduling
- Draft and edit marketing content, including blog posts, social media posts, email newsletters, and press releases
- Write the monthly What's On newsletter and lead on e-shots/Mail Chimp
- Oversee the scheduling of social media posts to maintain constant social media presence
- Be on the ground to capture what happens on event days and edit it in a timely fashion for social media/sharing
- Assist in planning and organising events and promotional activities
- Help with logistics, setup, and promotional materials for events

DATA COLLECTION AND ANALYSIS

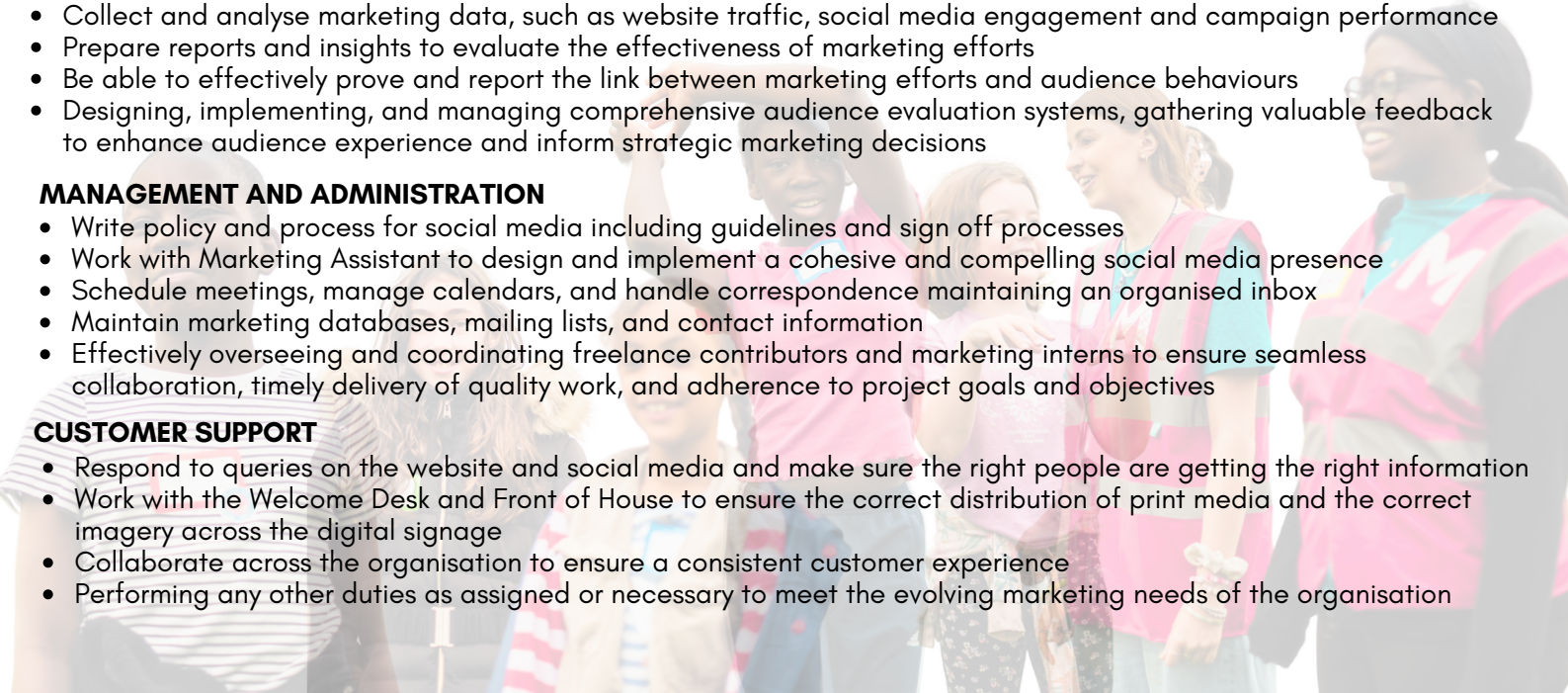
- Collect and analyse marketing data, such as website traffic, social media engagement and campaign performance
- Prepare reports and insights to evaluate the effectiveness of marketing efforts
- Be able to effectively prove and report the link between marketing efforts and audience behaviours
- Designing, implementing, and managing comprehensive audience evaluation systems, gathering valuable feedback to enhance audience experience and inform strategic marketing decisions

MANAGEMENT AND ADMINISTRATION

- Write policy and process for social media including guidelines and sign off processes
- Work with Marketing Assistant to design and implement a cohesive and compelling social media presence
- Schedule meetings, manage calendars, and handle correspondence maintaining an organised inbox
- Maintain marketing databases, mailing lists, and contact information
- Effectively overseeing and coordinating freelance contributors and marketing interns to ensure seamless collaboration, timely delivery of quality work, and adherence to project goals and objectives

CUSTOMER SUPPORT

- Respond to queries on the website and social media and make sure the right people are getting the right information
- Work with the Welcome Desk and Front of House to ensure the correct distribution of print media and the correct imagery across the digital signage
- Collaborate across the organisation to ensure a consistent customer experience
- Performing any other duties as assigned or necessary to meet the evolving marketing needs of the organisation





MARKETING COORDINATOR

PERSON SPECIFICATION

QUALIFICATIONS

- Bachelor's degree in marketing, business, communications or a related field (or in progress) or relevant experience
- Strong written and verbal communication skills
- Basic knowledge of marketing principles and concepts
- Proficiency in Microsoft Office Suite and marketing software/tools (e.g., email marketing platforms, social media management tools)
- Attention to detail and organisational skills
- Ability to work collaboratively as part of a team
- Eagerness to learn and adapt to new marketing trends and technologies



MANDATORY

- Exemplary proficiency in email communication, including clear and concise written expression, prompt responsiveness, and the ability to convey complex information in an easily understandable manner
- Efficient organiser with strong prioritisation skills
- Ability to utilise software packages such as Microsoft Word, Excel and Outlook
- Pro-active methodical and accountable decision maker
- Budget management experience with a level of financial responsibility
- Attention to detail and enjoys implementing and maintaining systems with accuracy
- Confident communicator in person and on the phone
- Ability to prioritise and adapt based on data collection methods
- Excellent digital communicator with ability to manage high volume of email correspondence
- Ability to navigate and negotiate effectively, showcasing strong negotiation skills in diverse situations, fostering mutually beneficial agreements.
- Ability to be corporate minded with regards to sales
- A positive can-do attitude and shares the company's mission, vision and values
- Prior experience working in a highly administrative role with record keeping, budget management and working with the public
- Ability to work calmly under pressure and consistently to high standards
- A flexible and open communication style with excellent interpersonal skills
- Proficiency in Microsoft Office Suite
- Customer Service experience
- Ability to work evenings and weekends where necessary
- Commitment to promoting equal opportunities and cultural diversity
- Guiding and coordinating team efforts with a focus on fostering collaboration, enhancing communication, and promoting a cohesive working environment to achieve shared goals



DESIRABLE

- Understanding of theatre and the wider arts world
- Experience of delivering events in a corporate/ hospitality setting
- Worked with Microsoft 365 including Sharepoint
- Understanding of financial systems such as QuickBooks



HOW TO APPLY

APPLICATIONS

Interested candidates should submit a CV, answers to the questions and Diversity Monitoring Form to recruitment@themontgomery.org.uk with the subject line: Marketing Coordinator - [Your Name]

APPLICATION DEADLINE

Monday 5th February 2024

CALL TO INTERVIEW

Wednesday 7th February 2024

FIRST ROUND OF INTERVIEWS

Monday 12th February
if the proposed interview date coincides with a half-term schedule or poses a scheduling conflict, alternative dates and options for the interview can be discussed to accommodate both parties, please let us know at the stage of application

APPOINTMENTS

w/c Monday 12th February

FURTHER INFO

Second round of interviews will only happen if necessary and will be over the phone/ on Teams. The ideal candidate will be free to start work on or before Monday 18th March, but we will ask candidates about notice periods in the interview.

Please note as this is a predominantly building based role, candidates must live within a commutable distance of the where the position is located
The Monty is an equal opportunity employer, and we encourage candidates from all backgrounds and experiences to apply
We are committed to fostering a diverse and inclusive workplace where all employees feel valued and respected