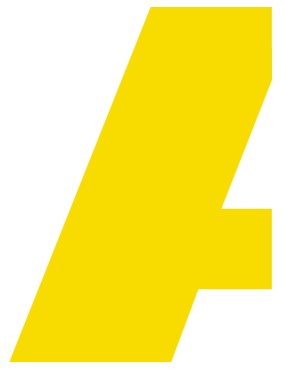


# Recruitment pack



## Marketing & Engagement Manager



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## Applying for the post

Applications must be submitted via the online platform by 12 Noon on the 26th February <https://thealbanynew.livevacancies.co.uk/>

For more information about the Albany please visit our website [www.thealbany.org.uk](http://www.thealbany.org.uk). If you have any access needs in relation to your application and interview then please let us know.

Recruitment contact: Ceri Payne  
The Albany  
Douglas Way  
Deptford, SE8 4AG  
T 020 8692 0231 ext.206; E [vacancies@thealbany.org.uk](mailto:vacancies@thealbany.org.uk)

## About the Albany

The Albany, in the heart of Deptford, is a vibrant performing arts venue, with a strong focus on working with diverse, local communities. Our mission is to provide:

- An artistic and community resource where diversity and creativity flourish
- A space where new talent is nurtured and exposed to ideas from across the world
- High quality creative experiences relating to the communities we serve
- A creative centre for learning within the community, contributing to the cultural, social and economic benefit of South East London

The organisation has grown considerably over the last years with turnover increasing to £3.2million in 2018/19. The Albany is a registered charity and operates a social enterprise business model generating over 50% of its turnover from earned income. It is also grateful for the consistent support of the London Borough of Lewisham and the Arts Council England.

During the last year over 250,000 people visited the Albany and used its facilities, including audiences of 50,000 at over 400 events. Not including its use of outdoor spaces and other sites, the Albany has four performance spaces, and its year-round programme encompasses music, theatre, outdoor arts and spoken word as well as an array of learning, participatory and community-based projects. Our other facilities include rehearsal and meeting rooms for hire, office space for 26 resident companies and a catering operation across three sites.

The Albany also manages community and performance spaces at Deptford Lounge and Canada Water Theatre on behalf of Lewisham and Southwark Councils, including the 150-seat studio theatre at Canada Water. The combined footfall across all three buildings is now in excess of a million a year.

The Albany has ambitious plans for the next few years, including leading on national projects, developing new artistic and programming models, and major capital development.

[www.thealbany.org.uk](http://www.thealbany.org.uk)  
[www.canadawatertheatre.org.uk](http://www.canadawatertheatre.org.uk)  
[www.deptfordlounge.org.uk](http://www.deptfordlounge.org.uk)

## Purpose of the post

This exciting new role has been created as we radically shift our model at The Albany to work much more closely with our communities to curate programmes, and to invest in long-term relationships with our artists.

We are looking for an experienced manager and versatile communicator to lead the marketing of our programmes and the engagement with our wider communities. This is a highly collaborative and creative role, working within the Producing Team, and developing new work and projects at the Albany.

This role will work as part of the Producing Team, and alongside the Communications Director and artistic partners, taking responsibility for developing audiences for the Albany's creative programme including youth and family programmes, Meet Me at the Albany, Canada Water Theatre programme, Deptford Lounge programmes, and the music programme across sites.

## Job description

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### Main Responsibilities and Duties

- Lead on marketing, audience development and engagement plans and delivery in line with artistic policy, strategic priorities, and funding or contractual (Canada Water and Deptford Lounge) requirements
- Working as part of a team to develop innovative and effective community engagement initiatives, leading on specific projects as required
- With the Senior Producers and Visitor Services Manager, conduct income and target planning, compile seasonal or project plans with regular monitoring against agreed deadlines
- Using data (including Spektrix) and customer intelligence to inform marketing strategy and campaigns; collate and record data on outputs and outcomes, preparing reports including for funder and internal reviews and reporting
- With the Senior Producers, set expenditure budgets; ensuring optimal value for money; manage delegated budgets, recharges and resources effectively, adhering to agreed financial procedures
- Produce communications for diverse audiences, including e-newsletters and print materials such as flyers and programme brochures, designing for marketing materials as appropriate
- Create a compelling digital/social media presence across our programmes, ensuring they are up to date and optimised for marketing and engagement purposes

- Support the Communications Director in developing and delivering digital and communications strategies for the organisation; support the CD on delivering communications in support of the Albany's business and fundraising activities
- Lead on producing content for online platforms, including video, in conjunction with freelancers, artists and participants
- Develop relationships with appropriate media; write and distribute press releases and listings information; plan and coordinate press, stakeholder and cultivation events
- Use Artifax as a central planning and reporting tool in accordance with internally agreed processes; maintain an up to date database of Albany contacts for marketing purposes; update and develop working procedures and documents, maintaining folders to excellent housekeeping standards
- Oversee the work of marketing staff, line managing the Marketing & Engagement Co-ordinator, assistants, volunteers, placements/ interns and freelancers as required and in line with good HR practice, policies and procedures (with support from the HR team)
- Arrange, chair and attend production, internal and external meetings and training sessions as appropriate and required
- Keep abreast of industry and marketing trends, attending industry events and arts performances as agreed with the Senior Producers

## **Organisational**

- Act as Albany representative as required and during key events
- Support the aims and objectives of the Albany both, internally and externally, exemplifying the values of the organisation and good practice
- Build and maintain positive working relationships with artists, participants, partners and colleagues
- Ensure the intentions and requirements of the Albany's Equality and Diversity, Health & Safety, Environmental Sustainability, Data Protection and Safeguarding policies are applied personally and by the team
- Deputise for the Senior Producers or Communications Director when required
- Undertake any duties the SP or Senior Management Team may reasonably require

This job description acts to provide guidelines to the duties expected while in post. It is not wholly comprehensive or restrictive and may be reviewed and amended depending on experience and business need.

# Terms

**Job Title:** Marketing & Engagement Manager

**Salary:** £28-32,000 pa depending on experience, (pro-rata if applicable),

**Reports to:** Senior Producers

**Responsible for:** Marketing and Engagement Coordinator, Freelancers, Placements/Interns

**Key Relationships:** Communications Director, Producers, Managers at Deptford Lounge and Canada Water, Visitor Services Manager, marketing consultants

**Contract:** Permanent

**Hours:** Full-or part-time, flexible working, including some evenings and weekends

**Holiday:** 22 days per annum (plus Bank Holidays), rising by one day for every year served to a maximum of 25

**Pension:** Pension scheme provided by NEST

**Other benefits:**

Complimentary tickets to Albany performances (subject to T&Cs)

Albany café 10% discount

Cycle to Work scheme

## Person specification

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- Significant experience of devising and implementing successful marketing campaigns and audience development plans
- An understanding of working directly with audiences and communities, and an ability to communicate effectively with a wide range of people
- A commitment to embedding the principles of community engagement in all aspects of work
- Proven track record of managing budgets effectively and hitting sales targets
- Knowledge and proven experience of print production, video production, digital campaigns, e-marketing and online social networking
- Ability to work with innovative and tactical approaches to marketing

- A specialist interest in Albany art forms and work produced in partnership within community settings and with emerging artists
- Excellent English language, copy writing, proof reading and written communication skills
- Ability to network and negotiate effectively internally and externally
- An effective administrator with meticulous attention to detail and proficient use of Photoshop, MS Office packages and Artifax
- Ability to lead and manage people or project team
- Team worker with excellent communication skills and the ability to both establish good working relationships and to support and co-operate with others
- Solutions-focused, with a can-do attitude to resolving issues as they arise
- Ability to work effectively under pressure
- Positive, flexible and pro-active approach to work and commitment to working as required to deliver events to a high standard
- An understanding and awareness of Data Protection regulations
- Commitment to organisational ethos, values and relevant policies (e.g. artistic, diversity, equality)