

Job Description

Job Title:	Digital Marketing Manager
Location:	Cheltenham - occasional homeworking
Responsible to:	Director of Marketing
Salary:	£28,000 - 32,000
Hours:	37 hours per week. Some evening and weekend work required during festivals.
Holiday:	33 days per annum including bank holidays.
Responsible for:	Digital Marketing Executive

Background information

Cheltenham Festivals is united as a charity to make arts and science accessible to all. Our education, community and talent development programmes reach out year-round and culminate at the town’s internationally-acclaimed Jazz, Science, Music and Literature Festivals.

Since the launch of the Music Festival in 1945 and the Literature Festival in 1949 (the World’s oldest Literature Festival) Cheltenham has been at the forefront of contemporary British culture. The Jazz festival was introduced in 1996 and the Science Festival in 2002.

The charity is led by a Senior Management Board that is responsible for digital and live content, all year-round outreach & education programmes, festival delivery, marketing, HR and finance.

The Role

To plan and manager digital marketing campaigns, including web, search engine optimisation and marketing (SEO/SEM), email, social media and display advertising. Measuring and reporting on the performance of campaigns.

Central to the digital transformation of Cheltenham Festivals you will also be working alongside the Director of Marketing in 2021 to build and launch a new website / apps focusing on our customer experience and amplification of our strategy for all content across social platforms as we transition from a physical Festivals into a digital and physical hybrid model.

The marketing department is responsible for the effective delivery of marketing campaigns in support of the development of the Cheltenham Festivals’ brand and profile, audience growth, box office sales and audience satisfaction. The Digital Marketing Manager will take full ownership of all digital focuses within the overarching strategy.

Detailed Job Description

The postholder will be responsible for:

- 1 Delivering the digital transformation strategy and all associated key projects to support our online ambitions including managing the new website roll out and programme app in 2021.
- 2 Planning and managing integrated digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising to deliver strengthened audience reach.
- 3 Measuring and reporting on the performance of all digital marketing campaigns against agreed goals (return on investment and key performance indicators).
- 4 Identify trends and insights and optimise spend and performance based on this.
- 5 Planning, executing and measuring experiments and conversion tests.
- 6 Utilising your strong analytical ability to evaluate and improve end-to-end customer experience across our digital channels and customer touch points.
- 7 The ongoing development of content, functionality and usability of the Cheltenham Festivals website and microsite to communicate our brand message and meet audience needs. Leading on relationships with third party developers and designers.
- 8 Taking ownership of the digital revenue stream across multiple channels and maximise the return on the promotional spend.
- 9 Staying abreast of developing and emerging online, mobile web and e-comm technologies. Providing thought leadership and perspective for adoption where appropriate.
- 10 Support the over-arching marketing strategies and develop digital first aspects that support this.

General responsibilities

All the Cheltenham Festivals team are expected to:

- a. Diversity and Inclusion: ensure that our Equality, Diversity and Inclusion (EDI) policies are followed and embrace the benefits of diversity so that everyone – irrespective of individual differences in their identities, background or any personal characteristics – receives fair and equal treatment in a safe, welcoming and enjoyable environment.
- b. Performance Improvement: be responsible for your own performance, participate in our performance appraisal procedures and propose better, faster or less expensive ways to do things which help our overall mission.
- c. Develop yourself and others - ensure you are up to date in your area of specialism and share knowledge with your colleagues.
- d. Health and Safety: be responsible for ensuring the health and safety of the team and yourself by following safe systems of work, and by meeting the requirements of the health and safety policy.
- e. Be compliant with the law and the Festivals' policies especially with regard to data protection and IT security and ensure other policies as advised from time to time are followed.

This job description is not intended to be exhaustive and the nature of our work and the size of our team at Cheltenham Festivals requires everyone here to be flexible. You may be required to take on such reasonable additional or other responsibilities and tasks as we need from time to time.

Personal Specification

Criteria	Essential
Skills required	<ul style="list-style-type: none"> • Highly skilled at using content management systems • Project Management • Excellent communicator with strong social skills • Strong influencing skills and the ability to build positive working relationships with internal and external third-party suppliers • Numerate with strong analytical skills and data driven thinking • Ability to use Microsoft Suite efficiently and effectively inc. Outlook, Excel, Word & PowerPoint
Knowledge	<ul style="list-style-type: none"> • Working knowledge of content management systems • Detailed knowledge of search marketing and latest SEO techniques (on and off page) • Solid knowledge of Google analytics • Awareness of relevant legislation e.g data protection • Up to date with the latest trends and best practice in online marketing and measurement
Relevant experience	<ul style="list-style-type: none"> • Proven experience of leading integrated digital marketing campaigns from concept to evaluation including email, social media and / or display advertising • Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate • Optimizing landing pages and user funnels • A/B testing and multivariate experiments • Setting up and optimising Google Adwords campaigns • Have supported or led digital strategies • Demonstratable experienced in leading and managing large SEM (pay per click) accounts with large numbers of words • Have some experience in box office / ticketing / online events marketing (preferred not essential)
Behaviours	<ul style="list-style-type: none"> • Team player – respectful, inclusive & supportive of others • Innovative, agile and adaptable • Collaborative • Maintains excellence & integrity, calm & clear thinking under pressure • Makes things happen – tenacious, persistent • Results-focused
Qualifications	<ul style="list-style-type: none"> • English Language and Maths at GCSE 'C' or equivalent