



## **JOB DESCRIPTION**

<b>Job Title</b>	<b>Digital Marketing Manager</b>
<b>Responsible to</b>	<b>Head of Marketing</b>
<b>Internal liaison</b>	<b>Marketing team Data and Business Technology Team Broadcast &amp; Digital Production team</b>

### **About the Roundhouse:**

Roundhouse is one of the most incredible live performance spaces in the world where the biggest names in music, theatre, circus and spoken word take to the stage every day. The Roundhouse is also a hub of inspiration where artists and emerging talent create extraordinary work and where young people can grow creatively as individuals. We do this because we believe creativity gives us freedom, hope and has the power to transform.

### **THE ROLE**

This is an exciting time to join the Roundhouse: following a landmark anniversary year, we are developing a new strategy to enhance the use of digital to support our core mission. We are looking for an innovative digital marketer who will play a key role in devising this strategy and developing our digital channels, including website, email, social media, content and advertising.

We need a strong project manager with sound communication skills to oversee significant digital developments working with a range of stakeholders and users. A bold and driven self-starter, this role will be responsible for championing digital innovation and excellence within the organisation.

### **KEY RESPONSIBILITIES**

#### **Digital Strategy**

- Champion digital across the organisation, and identify opportunities to optimise digital channels to meet the organisation's business and artistic objectives and user needs
- Play a key role in the development and implementation of the new cross-departmental digital strategy
- Consistently address and deliver against the organisation's brand, revenue, conversion, participation and channel usage goals
- Forge internal links and a collaborative with teams across the organisation to shape and deliver their priorities online while embedding digital skills

#### **Technological development and innovation**

- Manage and develop the roadmap for the Roundhouse website, prioritising ongoing developments in line with user needs and organisational objectives, reporting, stakeholder engagement, usability testing and managing external agencies
- Work with the Ticketing Manager to ensure that the online booking process is optimised and functioning well for all users, by managing and developing the system (Blocksoffice) that connects Roundhouse's CRM system, Tessitura, with the website
- Work closely with the Head of Marketing and Insight and Data Manager to identify and capitalise on opportunities to develop the Roundhouse's relationship with its audience and broaden its audience base through innovative digital initiatives and the effective use of the Roundhouse's CRM system, Tessitura
- Work with the marketing team to embed digital best practice in project-based marketing campaigns
- Lead on digital reporting, identifying and tracking KPIs, ensuring digital activity is measured and reports are communicated with the wider organisation to inform decision making and future activity
- With the Head of Marketing and Senior Marketing Manager, develop and implement a robust and segmented Email Marketing Strategy that delivers agreed sales, acquisition and engagement targets
- Lead on strategic direction for SEO and paid search activity
- Keep up to date with industry trends, innovation and benchmarks as they relate to digital marketing. Develop plans to incorporate relevant activity in to Roundhouse work practice and business plans

### **Achieving our brand and charitable goals**

- Oversee the multi-platform content strategy across social media and online channels, implementing an audience first, editorial and insight driven strategy to meet key strategic objectives. Liaise with the campaigns marketing team and the Broadcast and Digital Production team on content production, championing brand, innovation and audience needs
- Act as digital brand guardian to ensure all digital channels follow and reflect the brand guidelines and strategy, and meet the organisation's key objective of raising awareness of our charitable activities
- Advise the Development team on their digital fundraising strategy and enable sponsor/partner benefits across digital platforms
- Work with the Communications and Advocacy Manager to ensure that our advocacy messaging is platformed across our, and third party, digital channels

### **General**

- To be committed to putting young people at the heart of everything we do
- To promote and comply with current legislation and the Roundhouses policies on Equality, Diversity and Health & Safety both in the delivery of services and the treatment of others
- To promote, develop and comply with our policies and practices to lessen the environmental impact of the Roundhouse
- Support Roundhouse staff in maximising potential of digital communications
- Keep up-to-date with competitors' activities and sector trends
- To undertake any other reasonable duties, commensurate with the level of the post so as to ensure the smooth running of the Roundhouse

- Attend Roundhouse events and meetings where required (note: some events and meetings might take place outside of regular office hours)
- Carry out other work as reasonably requested by the Head of Marketing

## **REVIEW ARRANGEMENTS**

This job information cannot be all encompassing. It is inevitable over time that the emphasis of the job will change without changing the general character of the job or the level of duties and responsibilities entailed. Consequently, this information will be periodically reviewed, revised and updated in consultation with the post holder to reflect appropriate changes.

## **PERSON SPECIFICATION**

### **Essential**

- Demonstrated experience of planning and implementing digital marketing and communications strategies, across websites, social media, email, search and SEO
- Strong website product management experience, with experience of iterative development, user testing and working with technical teams to deliver improvements on an ongoing basis
- Good understanding of CRM databases
- Demonstrated ability to gain maximum value from digital channels, search and online campaigns
- Experience of using digital analytics to inform digital activity
- Experience of implementing content strategies including briefing and managing external content providers
- Passion for the digital industry coupled with knowledge of current and trending leading practice
- Ability to plan and prioritise duties and responsibilities whilst working to tight deadlines
- Excellent copywriting/editing skills
- Working knowledge of HTML, CSS, XML, Google Analytics, Google Tag Manager and CMS
- Design experience and working knowledge of design software eg Photoshop, Illustrator, InDesign
- Experience in managing agencies, digital media specialists and web developers

### **Desirable**

- Experience of online ticketing and ticketing systems integration
- Experience of Tessitura CRM database
- Experience of communicating with a range of stakeholders at all levels across a large organisation

## **CONDITIONS**

Hours	40 hours per week
Annual Leave	The annual leave period runs from April to March and you will be entitled to 25 days holiday per year plus bank holidays
Notice Period	8 weeks