

## Campaign and Strategy Manager

Reference No.	A4810	Type	Individual
Service	Fife Cultural Trust		
Job Family	Professional 2	Grade	FC8

### Purpose

The Campaign and Strategy Manager post is a key member of OnFife's Customer Engagement Team which serves a vital role in delivering ambitious targets for the organisation in terms of sales and earned income; audience attendance and online engagement, diversity and access; and awareness and profile of OnFife. The Campaign and Strategy Manager is responsible for the development of marketing and customer development initiatives and campaigns for OnFife's products, services and activities.

<b>Task or Responsibility</b> - For this role, there is an expectation that all, or a combination, of the following will be undertaken:	<b>Person Specification: Skills, Knowledge, Qualifications or Experience</b> - Criteria can apply to more than one task or responsibility	<b>E</b>	<b>D</b>
<p><u>Marketing Campaign Planning &amp; Leadership</u></p> <ul style="list-style-type: none"> <li>Developing and leading customer-focused initiatives</li> <li>Providing expert professional advice and guidance on marketing communications and approaches</li> <li>Developing and implementing creative marketing campaigns 'mini plans' for individual events, productions, exhibitions or projects in line with the priorities identified in the overall Marketing and Customer Engagement Strategy.</li> <li>Planning, scheduling and monitoring marketing activities and sales.</li> <li>Maintaining detailed work plans for all projects under direct responsibility, ensuring quality, deadlines, budget and policies are adhered to.</li> </ul>	<ul style="list-style-type: none"> <li>You will be educated to SCQF 9 degree level or equivalent in Marketing</li> <li>Significant previous and current marketing experience.</li> <li>Evidence of successful marketing campaigns</li> <li>Leadership, teambuilding, and coaching skills</li>   <li>High standards of personal awareness and professional integrity</li> <li>Ability to inspire and motivate employees, to set clear direction and to manage and develop performance.</li> <li>Persuasive &amp; effective communicator</li> </ul>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	

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<ul style="list-style-type: none"> <li>• Line management of the Sales and Content Development Teams ensuring that the marketing messages are implemented effectively and creatively &amp; that growth targets in terms of sales and earned income are met</li> <li>• Leading Tactical Teams relating to marketing, sales and social media, engendering and encouraging a positive and collaborative approach to customer engagement</li> <li>• Developing and maintaining dynamic and positive relations with internal programming, services and venue teams as well as external promoters, co-producers and external marketing agencies.</li> </ul>	<ul style="list-style-type: none"> <li>• Outstanding presentation and communication skills</li> <li>• ECDL or equivalent evidence of ICT skills.</li> </ul>	✓  ✓	
<p><u>Strategy</u></p> <ul style="list-style-type: none"> <li>• Leading the development and implementation of OnFife's Engagement and Content Strategies, including new and creative growth strategies, for OnFife</li> <li>• Coordinating and delivering strategic marketing projects and packages of work across the Trust and with other stakeholders as required.</li> <li>• Liaise with the Programming Approach Group &amp; Sales Manager to set ambitious but realistic priorities and ticket sales targets.</li> <li>• Liaise with the Sales Manager in fulfilment of the Theatre Programme Sales plan.</li> <li>• Critically assessing the effectiveness of OnFife's marketing campaigns.</li> <li>• Devising and implementing robust systems and procedures to monitor, measure and report on ROI and campaign success against KPIs</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of delivering strategy</li> <li>• Significant experience of initiating, monitoring and evaluating impact on, related activity and development</li> <li>• Evidence of continuous professional development</li> <li>• Ability to think strategically and to innovate</li> <li>• Capacity to provide creative solutions to complex issues</li> <li>• Report writing skills</li> <li>• Experience of information collection, analysis, interpretation, manipulation and solution development</li> </ul>	✓  ✓ ✓  ✓  ✓ ✓ ✓ ✓	

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<ul style="list-style-type: none"> <li>• Providing regular reporting for the Management Team and Board.</li> </ul>			
<p><u>Social Media</u></p> <ul style="list-style-type: none"> <li>• Overseeing the development and management of OnFife’s social media strategy and plans – ensuring we have a presence on all relevant social media channels to maximise engagement and driving traffic to OnFife.com and sales</li> <li>• Leading a cross trust staff group of social media ambassadors and editors to ensure engaging, relevant, innovative content across our channels with appropriate tone of voice and personality, taking the lead on content for our main service pages</li> <li>• Monitoring social media profiles regularly and ensure the organisation is responding to followers, peers and partners</li> <li>• Devising and implementing an ongoing programme of social media training and development</li> </ul>	<ul style="list-style-type: none"> <li>• Significant experience in using all forms of social media and designing appropriate impactful strategies</li> <li>• Experience of developing social media training</li> </ul>	✓  ✓  ✓	
<p><u>Team Management</u></p> <ul style="list-style-type: none"> <li>• Leading, managing, supporting and developing the Sales and Content Development Teams demonstrating commitment, optimism and clear direction, giving staff at all levels a role in the decision-making process</li> <li>• Direct line management of Sales Manager and Content Development Co-ordinator, providing support and direction , including conducting regular appraisals, one-to-one meetings and identifying training needs</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of managing and developing team members</li> <li>• Time management skills</li> <li>• Prioritisation skills</li> <li>• Ability to adapt approaches where appropriate and respond to changing requirements</li> <li>• Experience of budget and resource management</li> <li>• Team working</li> </ul>	✓  ✓ ✓ ✓ ✓ ✓	

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<u>CRM</u> <ul style="list-style-type: none"> <li>With the Head of Customer Engagement managing and monitoring effective customer segmentation and targeting to improve loyalty and retention</li> <li>Using ticketing and library management systems together with email and survey systems to undertake effective email marketing and reporting</li> <li>Coordinating and controlling Trust-wide schedule of email communications, ensuring optimum deliverability and maximising campaign success ie making sure that emails don't get lost in spam or that they are not over targeting anyone.</li> </ul>	<ul style="list-style-type: none"> <li>Experience in using current marketing platforms including email, CRM and CMS</li> <li>Awareness of GDPR/data legislation on emails newsletters and marketing</li> </ul>	✓  ✓	
<u>Content</u> <ul style="list-style-type: none"> <li>Leading the Content Development Team creating and commissioning engaging written, graphic and video content including season brochures, photography, filming and editing, adverts and blogs for promotion of our services, activities and events</li> <li>Ensuring that all promotional material produced by OnFife is consistent and on-brand.</li> <li>Writing and editing copy and content for print and digital platforms ensuring consistency in tone of voice and uses imaginative messaging and storytelling.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate commitment to understanding and meeting the needs of customers and the desire to deliver.</li> <li>Ability to communicate articulately both orally and in writing and develop clear, concise and effective communications to all relevant parties.</li> </ul>	✓  ✓	
<u>Advertising</u> <ul style="list-style-type: none"> <li>Developing a clear strategy relating to paid for advertising (including on-line advertising) for all OnFife's activities and for monitoring regularly advertising effectiveness.</li> </ul>	Experience in advertising strategy traditional and digital	✓	

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<ul style="list-style-type: none"> <li>Working with Digital Agency and Content Team to implementing advertising strategy, supporting and monitoring its effectiveness via online advertising campaigns, Facebook, Google Ad Words, and pay per click (PPC) advertising in accordance with departmental plans and priorities.</li> <li>Identifying trends and insights and measuring experiments and conversion tests to optimize spend and performance based on the insights</li> </ul>			
Undertaking all other duties as required for the role. Duties will be in line with the grade.			

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<b>JOB TITLE (of Specialist tasks)</b>			

<b>Type of Protection of Vulnerable Groups Scheme (PVG Scheme) or Disclosure Check required</b>	
<b>Before confirming appointment:</b> You may be required to obtain PVG scheme membership or a Disclosure check. Please refer to the job advert for clarification of the specific requirement.	
<b>Additional Information</b> – the following information is available	<b>Expected Behaviours</b> – It is essential that you display the following behaviours as they are expected of all our employees:
<ul style="list-style-type: none"> <li>• Skills Framework (if applicable)</li> <li>• <b>How</b> we work matters</li> </ul>	<ul style="list-style-type: none"> <li>• Take Ownership</li> <li>• Focus on Customers</li> <li>• Work Together</li> <li>• Embrace Technology &amp; Information</li> <li>• Deliver Results</li> </ul>

<b>To be completed by Human Resources, Finance and Corporate Services</b>			
Date created		Line Manager	
Date agreed		Job Analyst	

Date logged on the HR & Payroll System		JE Ref No	
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