

Marketing & Communications Manager

Lauderdale House is a fascinating Grade II* historic house dating back to 1582 and located in the beautiful Waterlow Park, Highgate. The House is brought to life as an arts and education centre with a varied creative programme of exhibitions, classical concerts, children's shows, jazz, family events and classes. We are also a venue for hire, hosting over 100 private social events (weddings, parties, memorials and more) every year. Our private hire programme is our primary source of income and key to supporting our arts and education programme, along with ticket sales and occasional funding from local charities.

Our audience is as diverse as our programme of events, including local parents bringing their toddlers to our music classes, teenagers who attend our weekly creative youth groups, older people attending daytime free concerts and café regulars. This is an exciting time to be joining our small team, as we rebuild our programme of activities and work towards finding new audiences whilst maintaining strong relationships with our existing visitor base. Our upcoming marketing priorities are to integrate and extend our audiences and reach, increase the visibility of our outreach programme and charitable activities, and build on social media development.

The Marketing & Communications Manager role is the perfect opportunity to take the next step in your marketing & communications career, stepping into a broad-ranging managerial role within a busy arts and heritage environment. It is extremely varied and very hands on, involving all aspects of marketing including box office management, website and social media management (paid & organic), and production of print materials.

Our ideal candidate enjoys working with a broad range of people in a constantly changing environment, and has experience of marketing for a diverse mix of audiences and events. Having a passion for arts, culture and/or heritage is essential, as is being highly organised and able to juggle multiple priorities

Job Description

Marketing

- Take the lead on promoting our in-house programme of performances, classes, events and exhibitions.
- Conduct market research, plan, and deliver marketing strategies to reach new audiences and build relationships with existing audiences to maximize box office income.
- Work with the Venue Hire & Events Manager to promote the House as a venue for hire for weddings, parties, memorials, concerts, exhibitions, meetings and classes, to maximize income from room hire.
- Work with the Director to grow the House's profile, particularly focusing on its heritage and education programmes alongside its arts profile.
- Support the Director to develop the individual giving campaign.
- Liaise with our in-house catering company, Pink Food, to develop mutually beneficial joint marketing strategies.
- Manage the Ticketsolve box office system, setting up events, tracking ticket sales, and pulling regular reports.
- Monitor engagement and success of marketing campaigns, producing regular reports for our Board of Trustees and Annual Reports.
- Manage all paid advertising schedules - including Google Ad Grants and Meta - and ensure these remain compliant and effective.

Communications

- Take the lead on day-to-day communications tasks, including website management, email marketing, social media, press and print, with the help of the marketing and events assistant and marketing volunteers.
- Write fluent, engaging, and accessible copy across our communications portfolio, including brochures, website pages, newsletters and press releases.
- Manage our website and social media channels, uploading and scheduling content, and ensuring content fits within our voice and branding
- Manage the production of Lauderdale House print materials, including the design and distribution of brochures, listings sheets, and in-house flyers and posters.
- Liaise with performers and exhibitors to develop appropriate campaigns to promote their work.
- Advise producers of visiting events (concerts, workshops and exhibitions) on how to promote their own events.
- Assist the Director with proofreading funding applications, annual reports, and other materials as appropriate
- Produce signage for the House and Café as needed
- Manage all photography, including editing and organisation of files.
- Occasional video production.

General

- Together with the Events & Hire Manager, jointly manage the Marketing & Events Assistant.
- Help with the delivery of our in-house events, such as our Summer Outdoor Season and Halloween Spooky Walks.
- Carry out such other duties as may be reasonably expected of the post.

Person Specification

Essential

- Demonstrable experience of:
 - Development and delivery of successful marketing campaigns within the arts, heritage, or related sector.
 - Analysing audience and marketing data to shape marketing and communications strategies
 - Generating original ideas for an effective marketing campaign with a limited budget
 - Promoting events to a wide range of audiences.
 - Managing social media, content management systems and email marketing.
- An understanding of current arts and heritage marketing practice, issues and policy.
- A high level of skill and experience in managing and maintaining website CMS and CRM systems, box office systems, Google Analytics, social media management tools (preferably Hootsuite), Adobe Suite and/or Canva and other digital and social media marketing tools.
- Understanding and experience in managing ad accounts for Google and Meta.
- Experience in maintaining brand guidelines to the highest standard across all platforms.
- A willingness to embrace new technology and platforms.
- Excellent verbal and written communications skills, and able to write engaging and accessible copy
- Confidence in managing data protection appropriately
- Excellent customer service skills, with a positive and friendly manner on the phone, via email and in person
- Proactive, efficient and able to work on multiple projects simultaneously and manage competing priorities
- An interest in and/or knowledge of classical music, jazz, cabaret, family activities, art and/or heritage.

Desirable

- Experience working in a multi-purpose arts or heritage venue
- Knowledge of marketing practice in the wedding industry
- Line management experience

Salary & Hours

Salary: £35,000

Term: Permanent, full-time.

- 35 hours per week. (Office hours are Monday to Friday from 10am to 6pm)
- Due to the nature of the business some weekend and evening working will be required.
- No overtime is payable but time-off-in-lieu (TOIL) may be taken where the postholder works more than the specified number of hours if approved in advance by the Director.

Location: This is a hands-on role in a small team. You will be based on site sharing an office with the Venue Hire & Events Manager, Marketing and Events Assistant and Operations Manager. Lauderdale House is a public building that needs to be staffed day-to-day which means there is little scope for remote working.

Holiday: 25 working days per annum plus public holidays. The leave year runs from 1 April – 31 March.

Accountable to: Director

Accountable for: Marketing and Events Assistant

Application Process

To apply, please send a CV and covering letter explaining why you are interested in this role and how you fulfil the skills and personal attributes to Director Katherine Ives on kives@lauderdale.org.uk. Please include contact details for 2 referees in your application stating at what point in the recruitment process they may be contacted (we will not contact them without your permission).

Deadline: Monday 29 April at 10am

First Interviews will be held on **3 May**

Second interviews will be held w/c **6 May**

Appointment will be subject to satisfactory completion of a 3-month probationary period

If you would like an informal chat about the role please call Director Katherine Ives on 020 8348 8716.

Equality and Diversity

Lauderdale House is committed to implementing and promoting equality, diversity and inclusion in all of its activities, services and practice. We recognise that discrimination exists in society (whether protected by law or not), and that we have legal and moral duties to promote a positive culture of equality, respect, inclusivity and full participation. We believe especially in the value to individuals of participation in culture for all people, in the power of culture to promote understanding and respect between people of diverse backgrounds and cultures, and in promoting a sense of local community which is fully inclusive. As an organization we are committed to challenging the unconscious bias of ourselves and others.

Staffing Structure

