

Job Profile

Job Title: Marketing & Promotions Manager

Job Grade: Level 4 Zone 1

Salary Range: £38,297 - £44,424

About Camden

Camden is building somewhere everyone can thrive, by making our borough the best place to live, work, study and visit. We're home to the most important conversations happening today and making radical social change a reality, so that nobody gets left behind. Here's where you can help make a better future for us all by embedding and furthering the role of culture and creativity in transformation of place, and people's lives whether as audience, participant, maker, or producer.

Camden's cultural sector is world class – from cultural producers to performance spaces and grassroots venues. Our cultural offer is one of the defining characteristics of Camden. Pre-pandemic, Camden had the sixth largest Evening and Night-Time Economy (ENTE) in the UK, with an annual turnover of £955.9m. This was supported by over 7,000 businesses and 100,000 people working within an ENTE setting. The borough is home to national and international cultural institutions, cultural and creative businesses, arts and cultural organizations and groups, Arts Council National Portfolio funded clients.

Culture and creativity are at the heart of Camden's identity. Here you will find artists, organisations and institutions who push boundaries, creators and makers who shape the national and international conversation. Arts and cultural groups and organisations focussing on grass roots and community participation. We have a sector that is thriving and innovating. The significance of Camden's Cultural life and offer is well documented at both a national and international level.

About the role

The overall purpose of the role is to promote Camden Council's arts and cultural events programming to residents and visitors, ensuring a continuously high profile for the seasons programme and a high level of audience engagement. These include:

- Camden Together cultural season
- Black History Season
- Camden Alive programme and projects
- Interpretation of Camden's extant Statues and Memorials
- Swiss Cottage Gallery programme
- Annual events programme (including Annual Wedding Fair and Community Festivals)

The Marketing & Promotions role requires someone with a strong background in arts marketing and networking with connections to all marketing, communications and media channels we need access to, to reach and engage existing, new and diverse audiences, residents and

communities in and with our cultural and events programmes. The postholder will be responsible for devising and implementing all promotional campaigns for the Camden Together cultural season from August to October and Black History Season from October to mid-December, Camden Alive and Swiss Cottage Gallery ensuring that the campaigns reflect the ambitions of each programme and audience targets for each respective event within these.

The potholders will also be responsible for managing Love Camden, the council's website to promote the borough's arts and culture programming, community festivals, library offer and event venues.

The postholder will work closely with members of the Arts Development team, Events Service and Library Service, the Councils internal communications team, other council officers engaged in the delivery of season programmes and events and representatives from arts and cultural partner organisations.

About you

You will be an experienced arts marketing professional with copywriting skills for both print and social media that connects with residents, visitors and businesses. Your understanding of market segmentation will mean you can effectively pitch marketing products to the rich diversity and demographics that is Camden, resulting in increased footfall and engagement in arts, culture and events through developing and implementing strong promotional campaigns.

You will have a strong understanding of arts marketing and experience of networking and partnering with a range of arts and cultural providers to market seasons and promote individual programmes. Through your media networks you will be able to land coverage in relevant media publications and social media sites to extend marketing reach and profile for Camden.

You will have experience of project planning, implementation, monitoring and evaluation. You will be a creative thinker able to work at pace across teams both internal and external to the Council to get things done and have an aptitude for innovation, thinking and doing outside of the box to deliver results.

You will be pro-active, self-motivated, able to prioritise to work effectively across a number of promotional campaigns, with demonstrable knowledge and experience of social media and websites and be a competent communicator using these platforms. You will have excellent written and oral communication skills, organisational and administration skills including competency with Word, Excel, Outlook and relevant database packages. In addition, you will demonstrate knowledge and experience of analysing data, feedback and measuring impact that improves the marketing offer and reach, and our arts, culture and events programming.

You will have demonstrable experience and commitment to promoting equity, diversity, inclusion, and access in developing marketing products, reaching audiences and in the way you work.

Work Environment:

The role will require some office working, some home working, and some working in the community. The postholder will be required to attend evening and weekend events.

People Management Responsibilities:

The post holder does not manage staff.

Relationships:

The postholder will report to the Arts Development Manager. They will work closely with other members of the Arts Development team, the Events Service and Library Service. They will also work with officers from other areas of council service e.g., Parks and Open Spaces, Community Partnerships among others, and with representatives from cultural agencies, artists and the wider community, including residents and community organisations.

Over to you

We're ready to welcome your ideas, your views, your rebellious spirit and your help to reach and engage existing, new and diverse audiences in our Camden Together and Black History Seasons and other cultural programmes .

Is this role Politically Restricted?

This role is not politically restricted

Diversity & Inclusion

We want Camden Council to be a great place to work and to ensure that our communities are represented across our workforce. A vital part of this is ensuring we are a truly inclusive organisation that encourages diversity in all respects, including diversity of thinking. We particularly welcome applications from Black, Asian and those of Other Ethnicities, LGBT+, disabled and neurodiverse communities to make a real difference to our residents so that equalities and justice remains at the heart of everything we do. Click [Diversity and Inclusion](#) for more information on our commitment.

Agile working

At Camden we view work as an activity, not a place. We focus on performance, not presenteeism. We create trusting relationships, we embrace innovation rather than bureaucracy and we value people. Collaboration is the Camden way, silo working isn't.

At Camden we are proud to be one of Hire Me My Way's inaugural campaign supporters. Hire Me My Way is a national campaign led by Timewise, designed to increase the volume of good quality jobs that can be worked flexibly in the UK (www.HireMeMyWay.org.uk). Hire Me My Way aims to treble the number of available good quality flexible jobs to 1 million by 2020.

Asking for Adjustments

Camden is committed to making our recruitment practices barrier-free and as accessible as possible for everyone. This includes making adjustments or changes for disabled people, neurodiverse people or people with long-term health conditions. If you would like us to do anything differently during the application, interview or assessment process, including providing information in an alternative format, please contact us on 020 7974 6655, at resourcing@camden.gov.uk or post to 5 Pancras Square, London, N1C 4AG,