

# Lauderdale House

## Marketing & Communications Manager

An exciting opportunity to build on a new brand, website and ticketing system to refresh the marketing strategy at this historic venue. This role would suit someone with at least three years' marketing experience who is looking to move to a managerial position and gain experience of working at an arts venue.

Lauderdale House is a fascinating Grade II\* historic house which runs a vibrant arts, education, hospitality and outreach programme and is set in the beautiful Waterlow Park, Highgate, North London. We are currently seeking a highly motivated individual with experience of planning, implementing and reporting on marketing campaigns in a busy, varied workplace.

We re-opened in December 2016 following a 15-month closure for a major £2.3million refurbishment which has transformed the building. Over the past two years we have settled back into the house and welcomed back most of our core audience and user base. In the last year we have relaunched our website <https://www.lauderdalehouse.org.uk/> alongside introducing a new visual brand, working alongside an external agency. With these in place – as well as new ticketing software - we are looking to expand our reach and profile significantly. We wish to:

- expand our audience base and attendance figures for performances and classes and introduce new programmes
- increase our profile for hospitality hires, and reposition the House in the wedding and party market
- establish a new profile as a heritage destination to run alongside and complement our arts and education profile
- further integrate our marketing and fundraising strategies to increase individual giving as well as increase our appeal to larger funders

We receive no core grant income and our core business plan relies on income generation from (i) hiring the venue for hospitality (weddings, parties, funerals) and arts events (concerts exhibitions, classes) and (ii) ticket sales for classes and performances

Our annual reports give a 'snapshot' of activity and the range of our regular programmes and can be downloaded from <https://www.lauderdalehouse.org.uk/about-us> . Our current activities are all available on the website.

We run a busy, exciting and varied programme of events and activities, including art exhibitions, concerts, classes, outdoor events and children's theatre - as well as hosting over 100 private social events (weddings, parties, memorials and more) every year. The café is open for 350 days a year, enticing a mix of locals, tourists and dog walkers into the building. On top of this, our established outreach and education programme welcomes school and youth groups to the House. Our visitors range from tourists discovering us for a one-off visit when visiting Highgate Cemetery to people attending weekly classes who say 'Lauderdale becomes part of your DNA.' We are becoming increasingly aware that many of our users use the house for multiple reasons, for example, hosting a party here after discovering the House at a jazz concert; attending children's theatre and later getting married here; attending yoga classes when single and later bringing their children to the weekly toddler classes.

We are seeking a highly organized individual with a keen eye for income generation who has solid marketing and communications experience and a forward-thinking interest in digital and social media. This is an extremely varied role which includes the full marketing and communications mix as well as some elements of office management, admin and volunteer management. You will be part of a small integrated team supported by a wide range of diverse volunteers where everyone's contribution is vital.

## JOB DESCRIPTION

The post-holder will:

- take the lead on promoting the programme of performances, classes, events and exhibitions
- plan and deliver strategies to reach new audiences and build relationships with existing audiences to maximize box office income
- work with the Events & Sales 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 heritage profile alongside its arts profile
- support the Director and the Fundraising Officer to develop the Individual Giving campaign
- liaise with our in-house catering company, Pink Food, to develop mutually beneficial joint marketing strategies
- manage the Marketing and Events Assistant (jointly with the Events and Sales Manager)
- manage and recruit volunteers to support the House's marketing function

Specifically:

- develop and manage all marketing, press, digital and communication strategies for activities across the full portfolio, including liaison with project partners and local community venues
- take the lead on day-to-day marketing and communications tasks, including website management, email marketing, social media, press and print, with the help of the Marketing and Events Assistant and marketing volunteers
- conduct market research and implement new strategies to increase and maximize our hirers, ticket sales and class enrolments
- write copy across all media including brochures, website, emails and press releases
- take responsibility for the timely, relevant and vibrant management of our website, Facebook and Twitter channels, constantly seeking new avenues to raise the profile of the company and our events
- take responsibility for print management, design and distribution of brochures, fundraising materials, promotional materials for hire (weddings, parties etc.) 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
- manage the Ticketsolve box office system and user database
- monitor and report on marketing campaigns
- manage front of house and external displays
- take responsibility for compliance with Data Protection legislation

- Own administration
- General office administration and support as necessary, including ordering stationery.

To carry out such other duties as may be reasonably expected of the post. We are a small team, and everyone is expected to help with events such as Halloween, volunteer parties and Theatre on the Tea Lawn, etc.

## **PERSON SPECIFICATION**

- Minimum of 3 years' experience in Marketing or PR in the arts or related sector
- Knowledge and application of current arts/heritage marketing practice, issues and policy
- Experience of managing social media, content management systems and email marketing
- Knowledge of a wide range of marketing principles including CRM and integrated marketing communications
- Demonstrable experience of:
  - development and delivery of successful marketing campaigns
  - analyzing audience and marketing data to shape marketing and communications strategies
  - generating original ideas for an effective marketing campaign with minimal budget
  - promoting events to a wide range of audiences
- Demonstrable understanding of communications and media techniques to support marketing campaigns and relationship management
- Strong customer focus and communication and networking skills (verbal and written)
- Knowledge of data protection legislation
- Ability to work on own initiative, under-pressure and be highly motivated
- Ability to work on multiple projects simultaneously and meet deadlines
- Excellent IT and technical skills, at ease with new technology
- An interest in and/or knowledge of classical music, cabaret, family activities, art and/or heritage

## **APPLICATION PROCESS**

To apply please send us a CV and covering letter explaining why you are interested in this role and why you are suitable to do this job to Katherine Ives on [kives@lauderdale.org.uk](mailto: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 24 June at 8am

First interviews will be held the week commencing 1 July

Second interviews will be held the week commencing 8 July

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

**TERMS & CONDITIONS Salary:** £26,780

**Term:** Permanent position

### **The appointment is full time:**

- 35 hours per week. Note that office hours are 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 may be taken where the post holder works more than the specified number of hours if approved in advance by the Director

**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; marketing and office volunteers

# STAFF STRUCTURE

