

# Lauderdale House

## Marketing & Communications Manager

### ABOUT

This is an exciting opportunity to take on a broad-ranging marketing role in a managerial position, working in a busy arts and heritage venue where the next strategic priorities are to:

- build our profile and extend our reach, using updated and new marketing assets which have been developed over the past 12 months.
- increase the visibility of the outreach programme and further integrate marketing and fundraising strategies.
- build on social media development including organic and paid campaigns.

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 management of the box office, 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.

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. Since the arrival of Covid-19 our mantra has been 'to do whatever we can do; provided we felt it was safe and provided it was legal' to support our community and generate income. During lockdowns we have worked hard to keep in touch with our core clients and hirers, promote post Covid-hire and used the time to focus on strategic development, including website updates and promotional video and photography.

We receive no core grant income so, in 'normal' times, 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. Over the past 2 years this has been supplemented by significant grants from the National Lottery Heritage Fund Emergency Fund and the DCMS Cultural Recovery Fund, which have made all the difference and enabled us to focus on post-Covid income generation. We also fundraise from trusts to extend our outreach and education programme.

Our annual reports give a 'snapshot' of activity and the range of our regular programmes and recent experiences and can be downloaded from <https://www.lauderdalehouse.org.uk/about-us>.

In a pre-Covid year 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.' 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.

## **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 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 management of our website and social media 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, problem-solving any issues that may arise for customers whilst providing excellent customer service.
- 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, heritage 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.
  - providing excellent customer service.
- 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@laurerdale.org.uk](mailto:kives@laurerdale.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: 9am Thursday 3 February**

First interviews will be 9 February

Second interviews will be held the week commencing 14 February

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

## EQUALITY AND DIVERSITY

Laurerdale 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.

## TERMS & CONDITIONS

**Salary:** £28,678

**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.

**Location:** This is a hands-on role in a small team. You will be based on site sharing an office with the events manager, the marketing and events assistant and operations manager. Laurerdale House is a public building that needs to be staffed day-to-day which means there is little scope for remote working unless Covid restrictions apply.

**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 (jointly with the events and sales manager, marketing and office volunteers and student placements).

**Staff Structure:**

