

# Marketing & Audience Development Officer

Dating back to 1582, Lauderdale House is a fascinating Grade II\* historic house 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, donations and grants.

Following four years at Lauderdale House, our Marketing & Communications Manager, Natasha, will be moving on to travel. As part of this transition, our current Marketing & Audience Development Officer will take up the role in April, and we are now recruiting for a new Marketing & Audience Development Officer to join the team.

The Marketing & Audience Development Officer will support the marketing and communication for the House, including but not limited to venue hire, ticket sales and class enrolments and will report to the Marketing & Communications Manager. This role will take ownership of particular areas of marketing, including exhibition marketing and social media, in line with the agreed marketing strategy. As we continue to become a more inclusive charity and to further our relationships with more of our local communities, the Marketing & Audience Development Officer will play a key role in supporting these new relationships by raising awareness and attendance of our free outreach programmes, whilst maintaining strong relationships with our existing visitor base.

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. We are looking for a person with strong interpersonal skills, ready to be hands-on at key events across the year and work closely with our small team. Having a passion for arts, culture and/or heritage is essential, as is being highly organised and able to juggle multiple priorities. You'll be comfortable using both traditional and digital marketing in your work, understanding the value that both hold when reaching particular audiences.

The Marketing & Audience Development Officer role is the perfect opportunity for a marketing assistant with some years' experience or a marketing officer looking to expand their knowledge in a broad ranging marketing role. We are looking for a current marketing professional who is ready to take the next step in their marketing career, stepping into a broad-ranging role within a busy arts and heritage environment.

# Job Description

## Marketing

- Work with the Marketing & Communications Manager and Venue Hire & Events Manager to help to maximize income from room hire by promoting the House as a venue for hire for weddings, parties, memorials, concerts, exhibitions, meetings and classes
- Support the promotion of our programme of performances, classes, events and exhibitions
- With the Marketing & Communications Manager, manage the Ticketsolve box office system, setting up events, selling tickets, tracking ticket sales, and pulling reports
- Support day-to-day communications tasks, including website management, email marketing, and listing events with the help of marketing volunteers
- Write fluent, engaging, and accessible copy within the brand voice
- Manage social media channels including Meta ads, uploading and scheduling content, and ensuring content fits within our voice and branding
- Monitor engagement and success of social media marketing campaigns
- Manage the production of Lauderdale House printed listings sheets, in-house flyers, signage and posters
- Advise producers of external events (concerts, workshops and exhibitions) on marketing matters
- Assist with proofreading as appropriate
- Support the Director and the Marketing & Communications Manager to develop the individual giving campaign
- Alongside the Marketing & Communications Manager, managing photographs and event photography, including editing and organisation of files and occasional video production

## Audience Development

- Work with the Communications

Lauderdale  
House

Director and the Marketing & Manager to grow the House's

profile, particularly focusing on its heritage and education programmes alongside its arts profile

- Represent the House at community and networking events
- Conduct market research, plan, and deliver marketing strategies to reach new audiences and build relationships with existing audiences

## General

- Jointly manage the Marketing volunteers with the Marketing & Communications Manager
- Help with the delivery of our internal programme, such as our Summer Outdoor Season and Halloween Spooky Walks, including occasional out-of-hours work
- Carry out such other duties as may be reasonably expected of the post

## Person Specification

### Essential

- Knowledge of:
  - Development and delivery of successful marketing campaigns within the arts, heritage, or related sector
  - Audience and marketing data analysis 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
- Experience in maintaining website CMS and CRM systems, box office systems, social media management tools (preferably Hootsuite), Adobe Suite and/or Canva and other digital and social media marketing tools
- Experience working within brand guidelines to the highest standard across all platforms
- A willingness to embrace new technology and platforms

- Excellent verbal and written communications skills; able to write engaging and accessible copy
- Good understanding of GDPR
- 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
- Lateral thinker who is able to work through problems and find creative solutions to problems

## Desirable

- Experience working in a multi-purpose arts or heritage venue
- Knowledge of marketing practice in the wedding industry
- Experience with Google Analytics, Google Ads and Meta Ads.
- An interest in / knowledge of any of wide variety of visual and performance arts we host, such as: classical music, jazz, cabaret, family activities, art and/or heritage

## Salary & Hours

£31,380 per annum

Permanent, full-time: 35 hours per week, Monday to Friday from 9.30am to 5.30pm, excluding 1-hour break

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

Due to the nature of the business occasional weekend and evening working will be required. No overtime is payable, but time-off-in-lieu (TOIL) may be taken where the post holder works more than the specified number of hours if approved in advance by the Director.

Accountable to: Director and Marketing & Communications Manager

## **Holiday**

25 working days per annum plus public holidays running from 1 April – 31 March

## **Application Process**

Deadline: Wednesday 18 February at 12pm

First Interviews will be held on 27 February

Second interviews will be held on 6 March

To apply, please send a CV and cover letter explaining why you are interested in this role and how you fulfil the skills and personal attributes to Marketing & Communications Manager Natasha Bertok on [nbertok@lauderdale.org.uk](mailto:nbertok@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).

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 Marketing & Communications Manager Natasha Bertok 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 organisation we are committed to challenging the unconscious bias of ourselves and others.

# Staffing & Structure

