

# Seeking a Marketing Team Leader for Village Underground

**Position:** Full time (42.5 hours/week)

**Salary:** £34,000

**Start:** July 2019

## Village Underground – [villageunderground.org.uk](http://villageunderground.org.uk)

Village Underground is a multidisciplinary venue presenting live concerts and electronic music events alongside theatre, performing arts and visual arts. Each year, VU has an attendance of over 150,000 people, stages more than 500 performances and works with more than 1500 artists.

Above the main venue, four recycled Jubilee line trains and shipping containers make up the creative “platforms” of Village Underground. Up to 30 artists, playwrights, filmmakers, architects, photographers, producers and startups working side-by-side in a creative community.

## The role

The Marketing Team Leader is responsible for developing and delivering strategies and campaigns to increase attendance, grow the profile of VU in line with its vision and develop audiences.

With the support of the Marketing Apprentice, they will ensure effective campaign planning, implementation and evaluation, across press, digital, data insights and design, ensuing campaigns are coordinated, delivered on time and communicated clearly with key partners and the wider staff team.

We are seeking someone who is passionate about sharing their love of music and the arts, with a knowledge of a diverse range of genres and cultures and a shown ability to work with people from a wide variety of backgrounds.

## Roles & accountabilities

### Strategy

- To advocate for and embed a strong audience focus throughout VU, working with [Morris Hargreaves McIntyre's cultural segments](#)
- To devise and implement strategies to deliver effective communications through CRM/email based on MHM's Culture Segments

- To devise and implement a social media strategy to deliver fantastic customer experience , and target audiences efficiently to increase ticket revenue and attendance
- To own and report KPIs and market insights to the rest of the team (KPIs include audience figures and income for events)
- To act as one of VU's brand advocates, working with colleagues across VU to ensure the brand and visual identity is maintained
- To support the programming team to develop strategies to achieve income targets, including the pricing strategy for events
- To keep up to date with external developments in marketing and communications to ensure the effectiveness of VU's marketing activities
- To stay abreast with trends in music and culture, incorporating and implementing those effectively into VU campaigns where relevant

### **Campaigns**

- To devise and implement marketing campaigns for a range of events to meet agreed income and attendance targets and grow VU's profile
- To devise and implement data analysis systems to evaluate each campaign
- To work closely with the in-house editor and Marketing Apprentice to develop creative content to complement the campaigns
- To support other teams with their marketing needs (e.g. advertising jobs)
- To work closely with Earth's Marketing Team Leader, making sure that knowledge is shared and collaborative campaigns are delivered effectively

### **Production and distribution of marketing materials**

- To lead on the maintenance and development of VU's website
- To lead the production of VU's marketing collateral and other branded materials, including artwork, print, advertising, films and other media, ensuring accuracy and consistency of style, brand and message
- To liaise with designers, printers, media buyers and other suppliers over the production and distribution of print, programmes, advertisements and other materials

### **Ticketing**

- To work closely with the programming team to secure a 50% ticket allocation for each externally promoted event
- To work closely with the programming team to renegotiate ticket allocation when and if needed

### **Press**

- To work with and be the main contact with external PR Manager on an adhoc basis
- To deal with ad-hoc press enquiries

## Specifications

- To act as a mentor for the Marketing Apprentice
- Understanding of the demands and challenges faced during organisational change
- Experience of developing and implementing marketing and branding strategies
- Experience of developing and implementing multi-channel integrated marketing campaigns
- Experience of targeting a range of audiences via online and print media
- Knowledge of and keen interest in the latest developments in Marketing and digital trends and technologies
- A commitment to championing diversity and representation, with a knowledge of a diverse range of genres and cultures and a shown ability to work with people from a wide variety of backgrounds
- Enthusiasm for and experience in training, mentoring or support of young people and emerging talents
- Experience maintaining relationships with external agencies, partners and suppliers
- Experience of using social media, digital tracking tools, and updating websites
- Organised, self-motivated, with the ability to work across a range of events simultaneously and work towards tight deadlines
- Excellent organisational, administration and communication skills
- Ability to make continuous improvements to administrative processes
- Accurate with a good eye for detail

This list of tasks is not exhaustive and we welcome applications from individuals of all backgrounds, experiences, abilities and perspectives.

**To apply, please send your CV, any relevant portfolio and a short cover letter by 5PM on Tuesday 11 June 2019 to [amelie@villageunderground.co.uk](mailto:amelie@villageunderground.co.uk)**

**SUBJECT LINE: VU Marketing Team Leader**