

Yeovil Town Council



JOB DESCRIPTION

Job Title:	Marketing Officer
Grade:	SCP 7 - 12 £24,294 - £26,421
Hours of Work:	161 hours per month predominantly Mon – Fri with occasional evenings, weekends and Bank Holidays as required
Annual Leave Entitlement:	23 days plus 2 statutory, increasing to 26 days plus 2 statutory after 5 years' service
Responsible to:	Marketing Manager
Responsible for:	None

Main Purposes of the Role

To assist with the marketing for Westlands Entertainment Venue and all events and activities taking place administered by the service. To promote ticket sales and develop audiences at the venue, to promote sales in all departments.

Overall Responsibilities

- Responsible for devising and implementing agreed marketing strategies to achieve positive results.
- Responsible for assisting the Marketing Manager with the creation of the venues seasonal brochures.
- Responsible for ensuring events are on sale in a timely manner.

Summary of Responsibilities and Duties of the Job

1. To work with the Marketing Manager to develop, implement, monitor and revise marketing strategies that promote the venue and enhance ancillary sales that are efficient and cost effective.
2. To devise and implement agreed marketing and communications campaign plans for the purpose of meeting sales and audience development targets for Westlands Entertainment Venues shows and activities.

3. To be responsible for ensuring events are on sale in a timely manner using the venues ticketing system (Spektrix) and website.
4. To produce marketing materials to promote the venues shows and activities.
5. To produce graphically designed marketing materials to support the activity of the venue and the events taking place.
6. To produce video content relevant to the promotion of the venue.
7. To undertake analysis of sales trends and to propose changes to marketing campaigns in response to these findings.
8. To monitor the allocated budget used for marketing shows and activities, to ensure compliance with financial processes so that spending stays within the allocated budget.
9. To contribute to the overall branding of the venue, ensuring a consistent approach and style for all communications.
10. To be familiar with the Box Office ticketing system (Spektrix) for processing bookings and transactions, updating customer records and extracting data for marketing purposes.
11. To manage and develop the use of social media to increase income and engagement with customers.
12. To assist the Marketing Manager with communication messaging specifically around the venue and the events that take place.
13. To maintain and update the service websites to maximise online ticket sales.
14. To process invoices for marketing activity.
15. To assist at events as required.
16. To provide such assistance as may be required by the Marketing Manager.

External and Internal Contacts

The Mayor, Councillors, members of staff, local organisations, partner agencies, customers, suppliers and members of the public.

Face to face, telephone, written and electronic communication.

Working Environment

Based at Westlands Entertainment Venue but may be required to work at any location within the Town and occasionally outside the Town.

Health and Safety at Work

Yeovil Town Council's Health and Safety Policy and all relevant Health and Safety at Work Instructions (such as the Lone Working Policy, procedures and practice guidance) are to be considered as part of this job description.

Equal Opportunities

Yeovil Town Council is committed to the fair treatment of its staff, potential staff, users of its services and other stakeholders, regardless of race, gender, religion, beliefs, sexual orientation, responsibilities for dependants, marital status or disability.

19 July 2024