**JOB DESCRIPTION**

**Job Title:** Marketing and Communications Manager  
**Salary:** £26,353  
**Contract:** Permanent (subject to a 3-month probationary period)  
**Hours:** 40 hours per week (TOIL). Some weekend and evening work will be necessary.  
**Location:** Hybrid working – we currently work between office and home. Candidates do not necessarily need to be based in Wales, but they will be expected to be at Chapter for key events and meetings which will require regular attendance in Cardiff.  
**Department:** Programme and Marketing  
**Reports to:** Director of Programme  
**Direct reports:** Digital Communications Officer, Visitor Services Officers (2 x part-time, fixed-term posts), volunteers and interns as required.

**ABOUT CHAPTER**

- Chapter is an outstanding centre for contemporary arts and culture based in Cardiff.  
- We are a hub for the production and presentation of world-class work that is accessible for all. The venue comprises theatres, cinemas, a gallery, rehearsal & hire spaces, an award-winning café bar and more than 50 studio spaces for artists and creative companies.  
- Each year we present more than 2000 events and programmes which attract over 700,000 visitors to the centre.  
- We’re committed to showing the best art, performance, and film from Wales, and from the world to the widest possible audience.  
- Founded in 1971, Chapter is both a Charity and a Limited Company. Chapter (Cardiff) Ltd represents the Charity, while Chapter (Trading) Ltd is a wholly owned subsidiary of Chapter Cardiff through which we run the café bar.  
- The Chapter group is not for profit and is funded through a mix of earned income from ticket sales, café bar, hires and rents alongside funding from organisations such as the Arts Council of Wales, the British Film Institute and Welsh Government.  
- Chapter Group employs about 80 people and has a turnover of c.£3.5 million per year. The café Bar has a turnover of c.£1.7 million per annum.  
- We are employee focused, through our benefits, policies and practices, and are proud to be a Real Living Wage Employer.
PURPOSE OF ROLE

The Marketing & Communications Manager (MCM) will work with the team to develop and implement marketing and communications strategies that expand Chapter’s audience development objectives. They will liaise closely with visiting artists and companies, the programming team, and with teams across the organisation including IT, Trading and Creative Community.

The MCM will have particular responsibility for managing campaigns, audience development, press, PR, advertising and displays, in order to build profile, increase visits, meet financial targets, and ensure access for the widest possible audience.

The Marketing and Communications Manager will be someone who works well as part of a team while being equally able to work on their own initiative, anticipating challenges and providing effective solutions.

They will provide day-to-day supervision of the Digital Communications Officer, part-time Visitor Services Officers (fixed-term contracts) and interns/volunteers where required.

AREAS OF RESPONSIBILITY AND KEY TASKS

Liaising closely with the Director of Programme and the Marketing & Communications team you will work across all of Chapter’s activity, including the trading subsidiary. The marketing team is responsible for enhancing the organisation’s profile, increasing and diversifying its audiences, and driving sales and donations to ensure that the business model is sustainable.

As Marketing and Communications Manager, you will be part of a small team that delivers ambitious marketing and communications campaigns. Through forward-thinking communications, you will help to enhance our profile as a leading cultural organisation in Wales and the UK.

This is an exciting time to join our team as we launch a new website, build our marketing team and grow audiences back in venue. This role is pivotal in connecting Chapter with existing and new audiences via compelling content that conveys our core messages. We’re looking for someone that’s passionate about helping us to grow into the future and has the skills and commitment to support artists and audiences to thrive.

Reporting to the Director of Programme, and working closely with the Digital Communications Officer, the MCM is responsible for the following areas. Please note that this is not a comprehensive list, and the job specification will be reviewed from time to time in accordance with the organisation’s needs.
MARKETING AND COMMUNICATIONS: OVERVIEW

- Develop audiences to enable them to experience our programme and understand our key messages.
- Lead on the creation and delivery of dynamic content to tell compelling stories about Chapter, our partners and extended Creative Community.
- Champion innovative marketing strategies within the organisation.
- Manage proactive media relations to build our profile and grow audiences.
- Advocate for diversity, accessibility and equity across all communications and marketing activity.
- Act as a brand champion and guardian.
- Manage GDPR compliance across customer lists on our CRM, and with all marketing and communications.
- Act as Welsh Language ambassador across our internal and external communications.
- Manage the day-to-day workload of our Digital Communications and Visitor Services Officers.

OUR IDEAL CANDIDATE

Our ideal candidate is someone with demonstrable experience in a similar role in the media, marketing or creative sectors. You’ll be open, curious and passionate about culture and the arts in Wales, and enjoy working in a busy, sometimes challenging but always exciting environment.

You’ll have excellent communication skills, with good attention to detail, well developed editing and proof-reading skills and a high level of IT literacy. You’ll be able to demonstrate your ability to create and commission effective and targeted multimedia content and will be happy liaising with external contacts in press and media.

You’ll be adaptable in different and sometimes unexpected situations, and able to work to tight and often changing deadlines, remaining calm and focused under pressure. You’ll thrive in a team but will also be able to work on your own initiative when required.

Our venue is for everyone, and we welcome applications from everyone. We particularly encourage those from people from a Black, Asian and Minority Ethnic background or who are D/deaf or disabled as they are currently under-represented in our workforce. If you wish to discuss reasonable adjustments for this role, please indicate this on your application form and we will be in touch with you.
KEY RESPONSIBILITIES

Marketing and Communications

- Work closely with the team to articulate Chapter’s overall communications strategy.
- Manage the development, delivery and evaluation of marketing campaigns and activities, liaising with the wider team and our partners.
- Manage the design, production and distribution of print and marketing collateral, working closely with freelancers and suppliers.
- Lead on audience development action plans, data capture and reporting, including the effective roll out of organisation-wide audience research and evaluation projects.
- Working with the Digital Communications Officer, lead on the creation and/or commission of new and engaging content including key announcements, news stories, event listings, and information for existing and new audiences.
- Engage teams across all departments, our partners and collaborators, generate varied content to champion Chapter across all that it does; assist others by reviewing, editing, writing and/or finalising copy to align with our house style.
- Identify, support and co-ordinate events, press and project launches.
- Grow and diversify audiences, using a market segmentation model.
- Take responsibility for developing press & CRM databases, as marketing, fundraising and organisational tools, ensuring compliance with GDPR.
- Co-ordinate and negotiate costings with external designers, printers, vendors, advertising and marketing services.
- Liaise closely with the Visitor Services team to ensure exemplary customer service at all times.
- Safeguard and champion the equitable use of the Welsh language in all of our marketing and communications output.

Press:

- Lead on proactive press and media relations, briefing and managing external agencies, developing and scheduling story ideas, commissioning/producing writing, photography and film, and building relationships with key contacts.
- Draft press releases that deliver core messages and reflect Chapter’s branding, ethos and vision.
- Work with the team to liaise with artists, companies and external contacts for interview requests, images for press and any other materials as relevant.
- Liaise with partners and stakeholders to achieve and deliver marketing objectives for agreed partnerships.
- Co-ordinate our ‘paid-for’ media including, but not limited to, advertising, banners, trailers, etc.
- Monitor and manage press and media coverage; make available on request and store appropriately.
- Represent and advocate for Chapter at events, as directed, to promote our work and build successful relationships with press, stakeholders, audiences and artists.

Website:

- Ensure that our website is always up to date with content via CMS and Spektrix.
- Manage the creation and/or commissioning of new and engaging content for the website, including key announcements, news stories, event listings, trailers and information for existing and new audiences.

Membership and Fundraising Communications:

- Assist the Development team to communicate effectively with members.

Reporting and Data Analysis:

- Create and manage scheduled reports for film distributors, touring theatre companies, etc.
- Monitor, evaluate and report on all marketing activity and campaigns against agreed objectives using website and social media analytics and ticketing data.
CRM ticketing system:

- Manage events on our ticketing system using processes in place to establish workflow (currently Artifax to Spektrix and web integration).
- Liaise with IT support for our ticketing and website systems.

Miscellaneous:

- Proactively contribute to new and established ‘working groups’ within the organisation, taking on additional duties that may not naturally fall within the scope of the main job description.
- To be familiar with all relevant health and safety, operational, personnel, customer care, equal opportunities, data protection and financial policies and procedures, ensuring that all statutory obligations are complied with.
- All employees of Chapter have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. Employees are required to co-operate with management to enable Chapter to meet its own legal duties and to report any hazardous situations or defective equipment.
- The post may involve working evenings, bank holidays and weekends as required, with time off in lieu being offered for any extra hours worked.
- Any other duties as considered reasonable and appropriate as instructed by the line manager.

This job description is not exhaustive, and you may be asked to undertake other duties in line with the nature and level of responsibility of the post.
PERSON SPECIFICATION

As Marketing and Communications Manager for Chapter you will need to demonstrate the following competencies. We are aware that you may not have all of the desired skills and experience and we’ll provide support and training for areas where you may need to gain further experience to grow into the role:

Knowledge and Experience:

- Demonstrable work experience in the media, marketing or creative sectors (E)
- Experience of creating engaging and compelling content in a variety of formats (E)
- Experience of managing/contributing to press and media campaigns (E)
- Knowledge of analytics and how to use data meaningfully to inform future strategy (E)
- Managing and uploading content to websites and across digital platforms (E)
- Effective use of CMS such as Craft and Umbraco (D)
- Experience administrating Ticketing CRM systems (E)
- Knowledge of how to manage an email database, sending targeted emails through audience segmentation (D)
- Knowledge of trends in marketing and communications (E)
- Digital fluency on a variety of platforms, with the ability to learn about new platforms quickly (E)
- Understanding of and/or interest in the creative landscape in Wales (E)
- Understanding of data protection and child protection guidelines (D)

Skills:

- Welsh communicator (D)
- Excellent interpersonal skills (E)
- Excellent communication skills (E)
- Strong project management skills (E)
- Content creation and editing skills (E)

Behavioural Competencies:

- Empathy with Chapter’s mission, vision and values.
- Positive attitude and a solution focused approach.
- Ability to work on own initiative.
- Ability to work flexibly and cooperatively.
- Focused on achieving results and applying specialist knowledge and information.

ABOUT THE BENEFITS

Chapter is a flexible and friendly employer, offering hybrid working and flexible hours. Staff benefits include:

- 5.6 weeks of holiday per annum, including bank holidays, pro rata for part-time positions.
- Chapter operates a contributory pension scheme to which you will be auto-enrolled (subject to the conditions of the scheme). The scheme enables you to save for your retirement using your own money, together with tax relief and contributions from the company.
- 20% off food and drink in the café bar.
- Enhanced Maternity and Adoption Pay, after a year’s service.
- Welsh at Work scheme.
- Two free cinema tickets a month.
- Access to an Employee Assist Programme.
- Complimentary tea/coffee in our office space.
- Complimentary lunch when working in the building.
- Support for continuous development.
- Eye Care for DSE.
- Secure bike racks.
- Staff parking.
- Staff socials.