



Calls for Expression of Interest in The Insider Marketing Manager role

(Fixed term contract, freelance position, £11,200 inclusive annual fee, 15 hours a week)

NewcastleGateshead Cultural Venues is inviting expressions of interest for a freelance Marketing Manager role with The Insider project, a groundbreaking shared data and collaborative audience development project, which is poised to relaunch in July 2016.

We are interested in applications from individuals who are excited by the opportunity and feel that they are experienced and equipped to deliver the vision of The Insider.

Process for registering an expression of interest

To register an expression of interest, please write a letter setting out the basis of your interest, your qualifications for the role together with an overview of your skills and experience, ensuring you address how you fulfil the requirements of the attached job description and person specification. You should also supply the names and contact details of three individuals or organisations from whom references may be sought.

Expressions of Interest should be emailed by **12 noon on 27th May** to:

Declan Baharini
NewcastleGateshead Cultural Venues
ngculturalvenues@gmail.com

Terms of engagement

The Terms of engagement are outlined in the Job Description.

Timetable for appointment

- Closing date for receipt of Expression of Interest is **noon on 27th May**
- Applicants will be informed of the outcome of shortlisting by **2nd June**
- Interviews will be held at Sage Gateshead for shortlisted applicants on the afternoon of **6th June 2016**
- The Marketing Manager will start the role on **4th July 2016**

Further information

A brief introduction to NGCV and The Insider project is provided overleaf

Further information about the audience development work of NGCV and the evolution of the project is provided on our website: [Audience Development Work](#), [The Unusual Suspects pilot project and final report](#), [The Insider project](#)

Further information about NGCV is available online at <http://ngcv.tv>

About NGCV

[NewcastleGateshead Cultural Venues](#) is a partnership of ten leading building-based cultural producers operating 21 venues¹ across visual arts, performing arts, (theatre, music, dance), film, writing and literature, heritage, archives and museums and science communication in the North East England. Our members are: BALTIC Centre for Contemporary Art, Centre for Life, Dance City, Live Theatre, Northern Stage, Sage Gateshead, Seven Stories – The National Centre for Children’s Books, Theatre Royal & City Hall, Tyne & Wear Archives & Museums and Tyneside Cinema.

NGCV is recognised as one of the strongest examples of area-based cultural sector collaboration in the UK and has a strong track record of collaboration over the last 15 years. As a partnership, we create significant economic, cultural and social impact and play a key role in contributing to the distinctiveness of the North East as a great place to live, work, visit and do business. We have local, regional, national and international reach and work together to develop strategic initiatives and promote the economic, social and cultural benefits of culture and creativity in the city and region.

About The Insider Project

Audience development is an area which has been a focus for collaboration and research over the last seven years and will continue to be a cornerstone of our work together. The Insider is a shared data and audience development project, based on the principle that rather than pursuing individual market share, cultural organisations operate in a shared market and that sharing data will grow the market for everyone.

To test this principle, we ran a pilot project from 2014-16 with 9 of our 10 members working with technology and research partners on The Unusual Suspects pilot project, funded by the Digital R&D Fund for the Arts. The consortium members shared, profiled and augmented their data to create a Data Commonwealth and a shared list of audience data (The Insider), underpinned by robust legal framework. We undertook a series of carefully designed and fully-evaluated experimental campaigns to test the efficacy of new approaches to audience segmentation (Culture Segments) to change people’s patterns of venue and artform attendance and to develop deeper relationships and understanding of audiences and different ways of communicating with them. The report and findings from The Unusual Suspects research project and information about NGCV’s audience development work is available on our website: [click here](#)

The Insider is already a very useful and powerful tool offering partners access to large numbers of potential attenders that our members do not have on their own databases. The list is profiled with a rich layer of augmented demographics – members’ age and family status, behaviour – past attendance at every venue and cultural form and psychographics – Culture Segments’ values, mind-sets and motivations, and members’ future propensity to attend each venue and cultural form. The focus for the immediate future will be to broaden the list and continue to use The Insider to grow the local market for culture.

The Insider is not just a useful audience development tool. It is a radical new approach to the sustainability of the arts eco-system, recognising that we need to collaborate to grow a bigger audience, rather than trying to compete for fragments of that audience. It is a logical culmination of all the work that NGCV have done in terms of audience insight and shared marketing and audience development campaigns. It is a pathfinder project for a new kind of marketing.

We are seeking a Marketing Manager to work with us to maximise the potential of The Insider.

¹ BALTIC and BALTIC 39, Centre for Life, Dance City, Live Theatre, Northern Stage, Sage Gateshead and Gateshead Old Town Hall, Seven Stories, Theatre Royal and City Hall, Tyneside Cinema and the venues and heritage sites of Tyne & Wear Archives & Museums: Shipley Art Gallery, Laing Art Gallery, Hatton Gallery, Discovery Museum, Great North Museum, Segedunum Roman Fort, Arbeia Roman Fort and Museum, Stephenson Railway Museum, South Shields Art Gallery and Museum, plus Tyne & Wear Archives.



The Insider Marketing Manager

Job Description and Person Specification

1) Job Description

Annual fee: £11,200

Location: Sage Gateshead

Contracted by: Northern Stage on behalf of NewcastleGateshead Cultural Venues (NGCV)

Reporting to: The NGCV Insider Steering Group

Contract term: 12 months fixed term contract: 12 hours a week delivered by arrangement from 4th July April 2016 – 30 June 2017, with option for extension for a further 12 months. Flexible on working days and hours.

Main duties

- i) Lead The Insider project, co-ordinating the activity of heads of communication and marketing across the nine cultural organisations who are part of the project
- ii) Manage and help to deliver campaigns for the partners including contributing to planning, briefing, implementing, monitoring, reporting and evaluation
- iii) Write reports and lead on advocacy for the project - communicating with partners, stakeholders and funders

Specific duties

1. Lead and manage The Insider project including planning and co-ordinating all activity in liaison with the project Steering Group.
2. Develop a strategic plan for the project to increase the size of the database to between 50,000 and 100,000 contacts and to ensure the project continues to meet the audience development objectives of partners.
3. Provide strategic advice and support to project partners to plan and design effective audience development campaigns and ensure actions are completed.
4. Manage and maintain relationships with external partners, sub-contractors and funders and connect with other data sharing projects globally to share best practice and learning.

5. Establish and maintain a campaign and marketing clash diary for project activities and campaigns, alongside key marketing and communications of the NGCV partners.
6. Ensure that all campaigns have clearly defined hypotheses, propositions, mechanics and testable variables and trackable results.
7. Manage and monitor the project budget and project targets and report to the project steering group, stakeholders and funders.
8. Liaise with and support project partners to run effective recruitment campaigns for the Insider.
9. Advise on copywriting for campaigns for a variety of different audiences.
10. Ensure the regular and timely upload of data to the Data Commonwealth.
11. Act as a super-administrator for the Data Commonwealth Campaign Builder.
12. Coordinate all campaign activities, including monthly digests, the collection of data and the co-ordination of joint campaigns between two or more NGCV partners.
13. Monitor, track, collate and evaluate results of campaigns and add campaign results, learnings and insights into campaign plans to create case studies and reports.
14. Advocacy - collect, collate and analyse data, write up reports, insights and articles and share this through blogs, PR, speaking at conferences and any other opportunities to promote the project.
15. Manage dates and venues for meetings about The Insider project and take a leading role in workshops and other collaborative sessions.

Other duties

16. Undertake other such reasonable duties as required by the project partners.

The above job description is a guide to the work you may be required to undertake but may change from time to time as circumstances warrant.

2) Person Specification

General Profile

The successful candidate will be:

1. Able to evidence a minimum of four years working in a senior marketing position, preferably in the arts.
2. A confident, independent decision maker with a strong interest in the arts and audiences.
3. An accurate and effective communicator, extremely proficient in the English Language, number skills and IT with high-level analytical ability.
4. A highly organised "completer-finisher" with strong attention to detail, who takes pride in seeing a job through.

Essential Skills and Experience

1. Strong project management skills particularly for audience development and digital initiatives.
2. Proven ability to work effectively across organisations and to form positive relationships quickly, including providing marketing peers with strategic guidance regarding the use of the Insider.
3. Experience of writing or supporting funding bids.
4. Excellent understanding and demonstrable experience of developing and implementing marketing campaigns for cultural audiences.
5. Experience of advocacy with stakeholders, partners, the media and peers and influencers including speaking at conferences.
6. Strong interpersonal and communication skills.
7. Sound understanding of brand and relevant experience in audience development and arts marketing.
8. A strategic thinker – able to analyse qualitative and quantitative data identifying the salient issues and implications.
9. Ability to write great copy.
10. Experience analysing results of marketing and communications campaigns and with interpreting analytics (for example, such as Google Analytics, Facebook Insights and Campaign Monitor insights).
11. To report efficiently and effectively to a project steering group.
12. Ability to manage and prioritise a busy workload.
13. Experience of copywriting, editing and producing reports, newsletters and publications.
14. A good understanding of audience segmentation, targeting and differentiation of marketing and communications materials.

15. Familiarity and working experience with databases, CRM, email software, website, social media and importing and exporting data files.
16. Able to work on his/her own initiative, manage time effectively, work accurately and quickly under pressure and meet deadlines.
17. Relevant professional qualification.

Experience / Interest Which Would Be Useful Though Not Essential

18. Experience working in an arts, culture or heritage organisation in Newcastle Gateshead.
19. Experience working with, communicating with or reporting to funders.
20. Experience in digital media.
21. Project Management qualification e.g. Prince2