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August 2015

Dear Applicant

### Marketing Manager

Thank you for requesting an application pack for the Marketing Manager role here at ARC.

This pack includes:

- Background information
- Job description and person specification
- Staffing structure
- Application form and equal opportunities monitoring form

You can find out more about ARC and its programme of events and activities, including its work with artists, by visiting our website, [www.arconline.co.uk](http://www.arconline.co.uk)

ARC is striving to be an equal opportunities employer. We welcome applications from Black and minority ethnic candidates who are currently under represented in our organisation.

The deadline for applications is **10.00am on Monday 14 September 2015**. Please submit your application by email to [recruitment@arconline.co.uk](mailto:recruitment@arconline.co.uk) using the application form provided. We do not accept CVs.

Interviews will be held on Wednesday 23 September 2015. Please indicate on your application if you are not able to make that date.

Please note that whilst we will acknowledge receipt of your application, due to the high number of applications received for positions at ARC, we are unable to respond to them individually. If you have not been contacted by Wednesday 16 September, please assume you have not been shortlisted.

I hope you decide to apply and look forward to receiving your application.

Best wishes

A handwritten signature in black ink that reads 'Annabel Turpin'. The signature is fluid and cursive, with a long horizontal stroke extending from the end of the name.

Annabel Turpin  
Chief Executive

T: 01642 525181 E: [annabel.turpin@arconline.co.uk](mailto:annabel.turpin@arconline.co.uk)



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ENGLAND**

# Background information

## ARC, Stockton Arts Centre



Now is the time to make a real impact in a venue with a national reputation and a commitment to innovative marketing; within an area that has put the arts and culture at the very top of the public agenda.

ARC is the leading performing arts venue in the growing Tees Valley city-region, home to nearly three-quarters of a million people.

The Tees Valley has just launched an ambitious bid to be England's Capital of Culture in 2025. ARC – and you as Marketing Manager - will be at the forefront of exciting cultural developments from day one. Our local authority is committed to the importance of the arts in regenerating the area. It hosts one of Europe's biggest and best street arts festivals - SIRF - and is a strong supporter and funded of ARC.

ARC is also a key partner in the recently-launched North East Case for Culture – a £300million investment vision for the region's arts, museums and cultural sector. We will continue to work closely with other major players in the region's cultural sector including Baltic, Beamish Museum and Sage Gateshead to deliver the vision.

We have forged a national name for working with some of the UK's leading theatre companies and creators of brilliant new work, from Unlimited and Slung Low, to Fuel, Daniel Bye and Third Angel. We don't just present shows, we support artists to develop, produce and tour new shows.

ARC has become renowned for our unique approach to audience development, bringing artists and local people together in the creation and promotion of new work. We work with some of the UK's leading theatre companies and creators of brilliant new work, and we don't just present their work, but support them to spend time in the building researching, developing and making new work. For our Associate Artists, we also produce and tour their work, nationally and internationally.



And we are forging new frontiers with innovative marketing. For example, our Pay What You Decide initiative has proved a box office success and been covered by the national and international media; reached hundreds of thousands via social media; and is being picked up and implemented by many other venues.

We like change. The door is very much open for your ideas, strategies and plans to help us build on this success. You will lead our work to bring more people into our venue; get us out and about working ever closer with local communities; and working at regional and national level to make us one of the very best arts centres in the UK.

### **An exciting time to be in the Tees Valley**

Not only has the Tees Valley launched its bid to be Capital of Culture in 2025, but it is amidst an exciting time of growth and investment. The City Deal, a huge £170m+ EU funding stream about to start, a new Combined Authority taking key decisions and devolved powers locally are all signs this is a region on the up.

Stockton town centre has just undergone a massive £38 million refurbishment and ARC is at the heart of attracting people in and boosting the local economy.



We know there is some way to go. The Tees Valley has significant deprivation; higher than average unemployment and generally major challenges to improve public health and educational achievements and opportunity for young people.

But one of the most exciting opportunities for us at ARC is that culture is recognised as a driving force in improving people's quality of life and the wider economy.

Joining us is a unique chance make a real difference and show the power of arts and culture in making a real difference to people's lives.



## Living and working here

You will find low house prices, whether buying or renting, and a wide range of high quality new housing developments along with attractive older areas and villages. Eating out, socialising, shopping and your general cost of living offers some of the best value for money anywhere in the UK. It is affordable and above all, friendly and welcoming.

More and more people are choosing to live here, from artists to CEOs of major businesses. Stockton is also a student town, housing the prestigious Durham University Queen's Campus, and digital facilities for the award-winning Teesside University.

There are superb beaches and lovely coastal towns such as Saltburn on your doorstep, alongside the history of an area famed for Captain Cook, shipbuilding, steel and even the inventor of the match, John Walker!



## Creative and connected

Stockton is in the heart of the North East and within an hour's journey by train or car of the major cities of Leeds, Sunderland and Newcastle. Manchester, Birmingham and London can all be reached in two and a half hours by train.

But there are many reasons to stay and discover the North East itself. You will be surrounded by the Yorkshire Moors, Dales, and the Pennines, Lake District and stunning coast, castles and countryside of Northumberland.

The cultural pride of the region stretches from the Angel of the North to the mighty Baltic art gallery overlooking the Tyne, Durham's beautiful cathedral, castle and university buildings, world-renowned Beamish Museum and now our own venue which is connecting with communities and working with some of the UK's most exciting artistic talent in new ways.

Whether it's sport, shopping or socialising, you are well served too. From Newcastle's vibrant nightlife to Leeds' stylish designer and independent boutiques; the premiership football teams of Sunderland and Newcastle United; and the O2 and famed Cluny in Newcastle, which along with Stockton's own Georgian Theatre, have hosted all the major indie bands of the past decade alongside those heading for the top.



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## Marketing Manager Job Description

<b>Job Title:</b>	Marketing Manager
<b>Hours:</b>	40 hours per week  Some requirement to work evenings and weekends
<b>Salary:</b>	c£30,000 per annum depending on experience
<b>Based at:</b>	ARC, Stockton on Tees
<b>Reporting to:</b>	Chief Executive
<b>Responsible for:</b>	Marketing Officer Marketing Assistant Box Office Supervisor REACH Audience Development Coordinator (project-funded post)
<b>Holiday entitlement:</b>	25 days per annum plus Bank Holidays

### Job Purpose:

The Marketing Manager is responsible for driving ARC forwards in terms of income generation across a number of areas. They will manage all aspects of ARC's sales, marketing and communication activity.

The role will involve developing and implementing sales, marketing and communication strategies to support ARC's key aims and objectives, to grow audiences, participants, activities, reputation and profile.

The Marketing Manager is a member of the Management Team and will be expected to deputise for the Chief Executive in her absence.

### Key duties and responsibilities:

1. To develop and implement sales and marketing campaigns for all aspects of ARC's artistic activity, including the live, film, visual arts, festival, artist development and creative learning programmes.
2. To develop and implement sales and marketing campaigns for ARC's commercial activity, including retail, merchandise, catering and room hire.

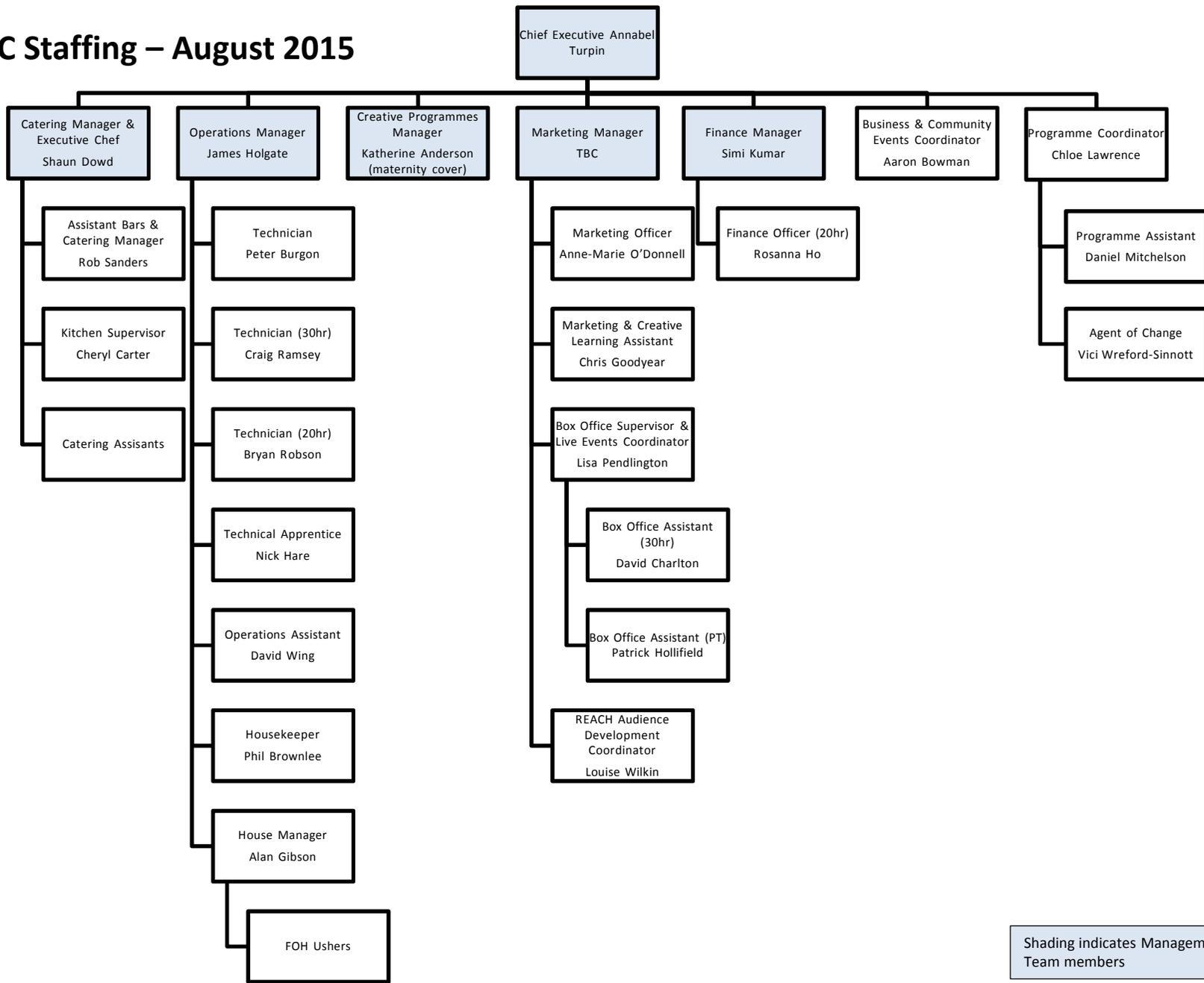
3. To be responsible for the content, presentation and delivery of ARC's promotional activity, including print, press, media and advertising, direct marketing, website and other online activity.
4. To support ARC Productions through developing marketing materials and campaigns for shows touring to other venues.
5. To manage the Box Office, ensuring it operates effectively and offers the highest standards of service at all times.
6. To manage and develop the roles of marketing staff, including permanent, casual and volunteer staff.
7. To manage ARC's marketing budget, ensuring maximum impact for minimum spend.
8. To develop and implement a corporate communication plan, to maximise ARC's profile and reputation.
9. To manage the contract with Spektrix, ARC's box office and marketing system.
10. To support the development and implementation of ARC's fundraising strategy.
11. To lead on the sale and delivery of marketing and box office services and consultancy for third parties.
12. To act as project manager for specific activities where appropriate.
13. To represent ARC externally, building and maintaining positive relationships with partners.
14. To provide reports on activity for the Chief Executive, Board and other partners as required.
15. To act in accordance with the Data Protection Act, and ARC's Health and Safety Policy and Equal Opportunities Policy.
16. To undertake any training as required by ARC.
17. To lead the marketing department positively, act as a role model and contribute to the life of the organisation as a whole.
18. Any other duties as may be required as part of the Marketing Manager's role.



# Marketing Manager Person Specification

<b>1. Skills and abilities</b>		
1.1	Excellent verbal and written communication skills	Essential
1.2	Exemplary organisational and time-management skills, with the ability to manage multiple priorities	Essential
1.3	Able to develop and implement strategic plans	Essential
1.4	Excellent budget management skills	Essential
<b>2. Experience</b>		
2.1	At least five years experience in a marketing role	Essential
2.2	Experience in generating income through sales and/or marketing activity	Essential
2.3	Experience of managing and developing staff	Essential
2.4	Experience of managing both income and expenditure budgets	Essential
2.5	Experience of working with a CRM system	Essential
2.6	Experience of arts marketing	Essential
2.7	Experience of developing and maintaining meaningful partnerships	Desirable
<b>3. Knowledge</b>		
3.1	A good knowledge of the arts industry	Essential
3.2	Familiar with all marketing communication channels, including new media	Essential
<b>4. Qualifications and training</b>		
4.1	Clean driving licence and own means of transport	Essential
4.2	Marketing related degree or post-graduate qualification	Desirable
<b>5. Attitude</b>		
5.1	Highly motivated with a passion for the arts	Essential
5.2	Enjoys a busy working environment and is able to cope under pressure	Essential
5.3	Highly organised, efficient, flexible and adaptable	Essential

# ARC Staffing – August 2015



Shading indicates Management Team members