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| Last updated: | January 2025 |

**JOB DESCRIPTION**

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| Post title: | **Head of Arts Marketing Communications & Sales** |
| Standard Occupation Code: (UKVI SOC CODE)  | 2432/02 |
| School/Department: | Turner Sims Southampton (Arts & Culture), Civic University |
| Faculty: | Research Innovation Services (RIS) Directorate |
| Career Pathway: | Management, Specialist and Administrative (MSA) | Level: | 5 |
| Posts responsible to: | Turner Sims Director / Associate Director, Arts & Culture  |
| Posts responsible for: | Marketing and Communications Officer; Box Office Manager |
| Post base: | Office-based/Non-Office-based (see job hazard analysis) |

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| Job purpose |
| Turner Sims is the University of Southampton’s acclaimed music venue with big ambitions to build an inclusive world through the joy of live music. As a member of the Turner Sims Senior Management Team (SMT), the postholder leads on strategic planning and oversees delivery of marketing, communications, sales, audience development and income generation for the venue. Leads delivery of the Marketing and Audience Development Strategy (2023-26) and development of future strategy for 2027 onwards, maintaining and developing Turner Sims’ brand position, income generation, and plays a key role in fundraising.As part of the wider University Arts & Culture team, they contribute to communications supporting the wider cultural offer including student-targeted events and activities, in liaison with the John Hansard Gallery. Working with the venue directors and colleagues, and the University Communication and Marketing teams to ensure effective communications with internal and external audiences, participants and partners delivered using all available channels and ensuring Turner Sims and Arts & Culture play a central role in University communications, supporting reputation, student experience and the University’s Arts Vision and Strategic Plan. Actively engaging with regional cultural partners, networks and media to optimise audience development opportunities and enhance reputation for Turner Sims, the University and the region.  |

| Key accountabilities/primary responsibilities | % Time |
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|  | Lead on the delivery of the Turner Sims’ Marketing and Audience Development Strategy (2023-26), future strategies and continuous improvement, using data analytics to increase income, understand our customers, and grow and diversify our audiences, within the University and across the wider community. Working with Marketing and Sales colleagues, lead planning and oversee delivery of programme promotion.Lead on audience surveys reporting for Arts Council England(ACE) (Illuminate, Culture Counts) and Sales data with support from Marketing and Communication Officer and Box Office Manager and contribute to ACE funding applications as part of SMT.Oversee communications and sales budget to ensure strategic use of available funds. | 50 % |
|  | Undertake research and regular detailed data analysis, manipulation and interpretation of specialised data to create reports and highlight and prioritise issues of communications, marketing and sales activity across Turner Sims; identifying opportunities to increase reach and improve effectiveness, reporting to colleagues, Strategic Board, partners and funders as appropriate. | 10 % |
|  | Line manage direct reports, exercising good people management practices including mentoring, coaching, training, advice and guidance as necessary. Ensure the right mix of skills and capabilities through continuous professional development, recruitment and performance feedback | 10% |
|  | Oversee and advise on Public Relations, ensuring engagement with internal communications, local and national press and media, regional partners and other relevant cultural organisations.  | 10% |
|  | Oversee the strategic development of Arts communications and marketing activity for Arts UoS in liaison with venue colleagues and the student union, encompassing broad areas of activity, including Student Experience and Civic University. | 10% |
|  | Develop and maintain key relationships within the University, including Internal and Corporate Communications, Marketing, Student Engagement, Widening Participation and Equality, Diversity and Inclusion, to support delivery of university-wide strategic priorities.Represent and promote Turner Sims and Arts UoS at a range of internal and external forums, and networks. | 5 % |
|  | Any other duties as allocated by the line manager following consultation with the post holder. | 5 % |

| Internal and external relationships |
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| Turner Sims Team, Senior Management Team and Turner Sims Strategic Board Director of John Hansard GalleryCommunications Managers at John Hansard GalleryUniversity’s Head of Media and PR, Head of Public Affairs, Head of Internal Communication, Other University staffStudent Union SUSUExternal customers, partners and stakeholders including artists, agents, students and young peopleRelevant suppliers and external contactsRegional cultural organisations and partners |

| Special Requirements |
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| * Occasional evening and weekend work required in relation to attending concerts, hosting and participating in events.
* Occasional travel in relation to programme research, partnership development or participation in conferences and seminars.
* Demonstrate University of Southampton Behaviours (Embedding Collegiality – see Appendix 1)
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**PERSON SPECIFICATION**

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| Criteria | Essential | Desirable | How to be assessed |
| Qualifications, knowledge and experience | Able to apply an awareness of principles and trends in Marketing and Communication and an awareness of how this affects activities in the University. Significant experience of working in a performing arts/music/theatre environment in a similar role.Knowledge of and interest in performing arts/music/theatre.Knowledge and experience of Equality, Diversity and Inclusion best practice and how this translates and is applied to arts marketing and communications. Knowledge and experience of Arts Council England, Audience Agency and UK education sector.Knowledge and commitment to the Arts Council England’s Creative Case for Diversity, Let’s Create Strategy, Investment Principles and Outcomes.Understanding of how the specialist/professional services provided by the post-holder support the objectives of the University.Knowledge and experience of data analysis, working with a wide range of data to create and present reports, identifying issues and priorities.Skill level or demonstrable experience equivalent to achievement of Level 6 qualification on the [National Qualification Framework](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.gov.uk%2Fwhat-different-qualification-levels-mean%2Flist-of-qualification-levels&data=05%7C01%7CL.C.Coysh%40soton.ac.uk%7C0382f09b9052413cad6708da55c99857%7C4a5378f929f44d3ebe89669d03ada9d8%7C0%7C0%7C637916621572739347%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=nf1qMK%2Bi1QMnsf9TmXHRjnf%2BhkLZ3mmOIu2LanECcmE%3D&reserved=0). | Experience of working with and developing new, diverse audience groups. | ApplicationInterview |
| Planning and organising | Experience of strategic development and associated business planning in the field of Marketing, Communication and Sales.Track record of planning and organising successful public events, projects or programmes.Able to seek opportunities to progress a broad range of activities within professional guidelines and in support of University policy.Experience of managing budgets. Excellent organisational, administrative and IT skills.Able to plan and manage major new projects or significant new activities, ensuring plans complement broader organisational strategy.  |  | ApplicationInterview |
| Problem solving and initiative | Able to identify broad trends to assess deep-rooted and complex issues and to apply professional knowledge and experience to solve them.A positive attitude and ability to work effectively under pressure.Experience of developing and maintaining partnerships.Able to apply originality in modifying existing approaches to solve problems. |  | ApplicationInterview |
| Management and teamwork | Excellent management skills, including experience of managing teams and projects.Flexibility and ability to work collaboratively as part of a small team.Able to proactively work with colleagues in other work areas to achieve outcomes.Able to delegate effectively, understanding the strengths and weaknesses of team members to build effective teamwork.Able to formulate development plans for own staff to meet current and future skill needs. Able to manage team dynamics, ensuring any potential for conflict is managed effectively.Able to formulate development plans for own staff to meet current and future skill needs |  | ApplicationInterview |
| Communicating and influencing | Excellent communication and presentation skills, with the ability to communicate with a diverse range of audiences and stakeholders.Excellent interpersonal skills with the ability to work with a wide variety of people, including artists, teachers, students, young people, partners and stakeholders.Able to provide accurate and timely specialist guidance on complex issues.Able to use influencing and negotiating skills to develop understanding and gain co-operation. Able to persuade and influence in order to foster and maintain relationships. | Established network of contacts in the cultural and creative communications and marketing sector. | ApplicationInterview |
| Other skills and behaviours | Commitment to diversity, equality, inclusiveness and making arts and culture accessible to all.Awareness and confidence with optimising use of digital channels and data. |  | ApplicationInterview |
| Special requirements | Willingness to work evenings and weekends as required. |  | Interview |

**JOB HAZARD ANALYSIS**

**Is this an office-based post?**

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| [ ]  Yes | If this post is an office-based job with routine office hazards (eg: use of VDU), no further information needs to be supplied. Do not complete the section below. |
| [x]  No | If this post is not office-based or has some hazards other than routine office (eg: more than use of VDU) please complete the analysis below.Hiring managers are asked to complete this section as accurately as possible to ensure the safety of the post-holder. |

## - HR will send a full PEHQ to all applicants for this position. Please note, if full health clearance is required for a role, this will apply to all individuals, including existing members of staff.

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| **ENVIRONMENTAL EXPOSURES** | **Occasionally** (<30% of time) | **Frequently**(30-60% of time) | **Constantly**(> 60% of time) |
| Outside work  | x |  |  |
| Extremes of temperature (eg: fridge/ furnace) |  |  |  |
| ## Potential for exposure to body fluids |  |  |  |
| ## Noise (greater than 80 dba - 8 hrs twa) |  |  |  |
| ## Exposure to hazardous substances (eg: solvents, liquids, dust, fumes, biohazards). Specify below: |  |  |  |
| Frequent hand washing |  |  |  |
| Ionising radiation  |  |  |  |
| **EQUIPMENT/TOOLS/MACHINES USED** |
| ## Food handling  |  |  |  |
| ## Driving university vehicles(eg: car/van/LGV/PCV)  |  |  |  |
| ## Use of latex gloves (prohibited unless specific clinical necessity) |  |  |  |
| ## Vibrating tools (eg: strimmers, hammer drill, lawnmowers)  |  |  |  |
| **PHYSICAL ABILITIES** |
| Load manual handling |  |  |  |
| Repetitive crouching/kneeling/stooping |  |  |  |
| Repetitive pulling/pushing |  |  |  |
| Repetitive lifting |  |  |  |
| Standing for prolonged periods |  |  |  |
| Repetitive climbing (ie: steps, stools, ladders, stairs) |  |  |  |
| Fine motor grips (eg: pipetting) |  |  |  |
| Gross motor grips |  |  |  |
| Repetitive reaching below shoulder height |  |  |  |
| Repetitive reaching at shoulder height |  |  |  |
| Repetitive reaching above shoulder height |  |  |  |
| **PSYCHOSOCIAL ISSUES** |
| Face to face contact with public |  |  | x |
| Lone working |  |  |  |
| ## Shift work/night work/on call duties  |  |  |  |

Appendix 1. Embedding Collegiality

Collegiality represents one of the four core principles of the University: Collegiality, Quality, Internationalisation and Sustainability. Our Southampton Behaviours set out our expectations of all staff across the University to support the achievement of our strategy.

