

**RECRUITMENT PACK INFORMATION**

February 2017

**Welcome to Cambridge Live**

**1. Background Information**

**About Cambridge Live**

We are a charity set up to act as a catalyst for inspiring cultural experiences that everyone can be part of.

Our vision is for all Cambridge lives to be enriched by creative experiences.

We currently reach over 300,000 people each year who engage in our activities which include:

* Cambridge Corn Exchange: the largest regional arts venue with a max capacity of 1738 and annual performances of more than 220 events across many genres including rock, pop, comedy, dance, and more.
* The Guildhall public venue which currently host over 150 diverse events attracting 35,000 visitors through promotions and hires.
* Cambridge Folk Festival which celebrated its 50th birthday in 2014 with a capacity of 14,000 and over 250 performances, workshops and events over the weekend, widely acknowledged as a leading world folk festival.
* e-Luminate Festival, the city’s Festival of Light which crosses the world of art and science and offers a unique opportunity for residents and visitors to discover the richness of Cambridge’s iconic buildings and spaces in a new light
* Cambridge City Events – a programme of free public and community events that reach over 60,000 people, funded by Cambridge City Council to include Midsummer Fair, The Big Weekend, Bonfire Night, Jazz and Brass in the Parks and the Mayor’s Day Out.

**To see more of how our customers enjoy the programme go to** [**www.cambridgelivetrust.co.uk**](http://www.cambridgelivetrust.co.uk)

**We have a staff team of 70 direct employees alongside a range of casual and agency workers, and a team of 10 trustees.**

**Living in Cambridge**

Cambridge is a city on the River Cam in Eastern England, home to the prestigious University of Cambridge, dating to 1209. University colleges include King’s, famed for its choir and towering Gothic chapel, as well as Trinity, founded by Henry VIII, and St John’s, with its 16th-century Great Gate. The city also has a rich cultural offer, in which Cambridge Live plays a key part.

The Cambridge Live offices are located right in the heart of the city with no free staff parking. Whilst living in the centre of the city could be considered expensive compared to other regional cities in the UK, the majority of Cambridge Live staff commute in from the surrounding necklace of more affordable villages and regional towns via the good network of public transport and park & ride facilities.

**3. Job Description**

# **Cambridge Live Job Description: Digital Marketing Officer**

**Job Purpose:** *To lead on digital activity and manage campaigns for shows and activity undertaken by Cambridge Live.*

**Reports to:** Marketing and Communications Manager

**Salary:** The appointment will be made on a salary of circa £20,000 with an 8% employer pension contribution. The post will attract 25 days holiday and bank holidays pro rata’d. Standard terms and conditions will be commensurate for the sector.

**Location and hours of work:** Based in the Marketing office at Parsons Court in central Cambridge adjacent to Cambridge Corn Exchange. 37 hrs per week with occasional evening and weekend work required.

## Aims and Outputs/Outcomes

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|  | **Aims** | **Outputs/ Outcomes** |
| 1 | **Digital.**  To lead and develop Cambridge Live’s digital campaigns including email marketing, digital advertising and social media campaigns. | 1. Creation and implementation of successful digital marketing campaigns that supports the Cambridge Live’s business plan aimed at building on existing and developing new audiences. 2. Working alongside the rest of the department in developing the organisation’s digital strategy. 3. To work with the marketing team and wider organisation to ensure all digital output is engaging 4. To actively utilise the CRM system (Spektrix) in audience and data analysis that will inform our digital and marketing campaigns. 5. To act as digital champion for the organisation –ensuring that digital opportunities are considered during creative conversations. 6. To regularly update Cambridge Live’s digital platforms, including the website, Facebook, Twitter and Instagram. 7. To keep abreast of relevant new social media platforms and behaviours. |
| 2 | **Marketing and Communications.**  To market shows and commercial aspects of Cambridge Live using digital and more traditional marketing methods.  To ensure excellent communications both internally and externally. | 1. To work with external promoters and manage individual show campaigns. 2. Execution of successful marketing campaigns that utilise a good marketing mix for Cambridge Live shows and events. 3. To assist the marketing team in the proofing and creating of promotional e-mails to the Cambridge Live database. |
| 3 | **General**  To work with the rest of the marketing team to ensure the smooth running of the department. | 1. To assist with basic administration for the marketing department. 2. To assist with accurate record keeping in connection to show budgets. 3. To work with the marketing and box office teams with the set up and implementation of offers codes. 4. To assist with maintaining the Box Office sales and CRM system (Spektrix) to maximise its effective use. 5. To maximise income and minimise expenditure wherever possible. 6. Carry out any other duties as may be reasonably required. |

Person Specification:

**Essential**

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| **Knowledge** | **Skills** | **Values** |
| Knowledge of the workings of a marketing department.  Knowledge and experience of using social media in a professional context.  An awareness of Equal opportunities. | Strong attention to detail.  The ability to prioritize work with competing deadlines.  Administrative experience working within an office environment.  IT literate with experience of using Microsoft office. | Proactive.  Strong Team player.  Outcome focused.  Flexible.  Customer centered approach.  An interest in the arts. |

**Desirable**

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| **Knowledge** | **Skills** | **Values** |
| Knowledge of CMS platforms.  Knowledge and expertise of getting the best out of social media platforms.  Working knowledge of CRM systems. | Copy writing experience.  Relevant qualification in marketing.   Experience in a similar position in a comparable venue/sector. | Initiates.  A team player.  Outcome focused.  Flexible.  Influence rather than tell. |

## Key Values required for the role

Cambridge Live has an agreed set of values, set by the staff, for how we expect each other to behave within the organization. Any new employee will be expected to demonstrate their commitment to these values using examples like those suggested below.

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| **Value** | **Expected Behaviours** |
| **Fresh Thinking**  Fresh and dynamic  thinking  Creating opportunities for excellence and growth  A proactive approach | Initiates or supports action, takes responsibility for own actions, takes the initiative and works under direction  Introduces or supports improvements to work processes, demonstrates an understanding of the bigger picture, uses fresh thinking in ways of working, produces new ideas and insights  Encourages an organisational learning approach (i.e. learns from successes and failures and seeks staff and customer feedback), proactively solves problems, looks for the positive in a situation  Keeps the community at the forefront of thinking, strives to deliver the best, looks for opportunities for excellence |
| **Collaboration**  Listen and take on board  Collaborate and consult  Work for the good of CLive as a whole  Give collective credit  Pull together as a winning team | Shows respect for the views and contributions of others, listens, supports and cares, consults others and shares information and expertise, actively builds the team,  Upholds ethics, demonstrates integrity  Listens to the community, customers and fellow team members, and acts  Works towards a shared goal not just individual priorities, takes decisions that support the bigger picture, involves others in success |
| **Inclusivity**  Ensure diversity to achieve CLive’s goals  Encourage everyone to get on board  Don’t let people fall off!; be inclusive with staff, customers and community | Establishes good relationships with customers, the community and fellow staff  Gains agreement by persuading, influencing and inspiring  Actively welcomes diversity of ideas, approaches, backgrounds and activity to achieve CLive end goals, challenges prejudices  Notices others less involved and seeks to include them, is flexible to accommodate others needs and ideas |
| **Zing**  Extraordinary cultural experiences  Be the best and have ambition to surf high  Creative energy  Be a driving force in shaping the Cambridge cultural scene | Sets high personal standards of delivery, a drive towards outcomes, rather than process  Works systematically and methodically, consistently achieves goals and contributes to the wider goal  Adds a creative edge to delivery of ideas, proactively contributes to the team’s positive energy, shows enthusiasm for the organisation, the work and the city of Cambridge |

**4. Recruitment Timetable**

The application period will close at 10am on Monday 27 February and interviews will take placeweek commencing 27 February.

**5. How to Apply**

All applicants should apply electronically by submitting the completed electronic application form by email to [**join-us@cambridgelivetrust.co.uk**](mailto:join-us@cambridgelivetrust.co.uk)with the subject heading**: Digital Marketing Officer**

Please make clear your preferred contact method on the form.

Informal enquiries about the role may be made to the marketing and Communications Manager: Erica Rees: [**erica.rees@cambridgelivetrust.co.uk**](mailto:erica.rees@cambridgelivetrust.co.uk)

Proof of the right to work in the UK will be required.

References will be checked prior to employment.

Data Protection notice

Cambridge Live complies with the Data Protection Act 1998 under the control of its Confidentiality and Data Protection Policy. Your information will be stored confidentially and only be used for the purposes of selection and recruitment for the role. Your information will not be transferred outside the organisation.

Equal Opportunities Employer  
Cambridge Live is an Equal Opportunities Employer which means that all applications will be judged on the candidate’s individual merit and abilities in relation to the job description for the role and no applicant will be unfairly discriminated against on the basis of gender, age, disability, religion, belief, sexual orientation, marital status, or race, or is disadvantaged by conditions or requirements which cannot be shown to be justifiable.

Thank you for your interest.