



National Centre for Folk Arts

Halsway Manor, Crowcombe, Somerset TA4 4BD

[www.halswaymanor.org.uk](http://www.halswaymanor.org.uk)

## About us

**Halsway Manor – National Centre for Folk Arts** is a charity and the only residential centre in the world concentrating on the varied folk heritage of England. Set in six beautiful acres of gardens and grounds and unique in the UK it hosts over 345 days of residential and outreach activity every year covering all facets of folk arts from instrumental music, song and dance to traditional storytelling, crafts and instrument making.

Halsway Manor nestles in the beautiful Quantock Hills of Somerset. It is financially self-sustaining and invests its surplus into creative learning projects with schools and communities, improving the facilities and running projects to promote folk arts around the UK. Halsway is going from strength to strength and this is an important time to join the organisation.

## Job description

**Post:** Programme and Marketing Manager

**Responsible to:** Chief Executive

**Responsible for:** Marketing Assistant

**Location:** Halsway Manor, Crowcombe, Somerset

**Pay:** £30,000 pa (although negotiable for the right candidate)

**Holiday:** 28 days per year inc bank holidays

**Working Pattern:** Full time (37.5 hours, 7.5 per day excl breaks). 28 days paid holiday including bank holidays.

The Programme and Marketing Manager is a key role in Halsway Manor's management team and deputises for the Chief Executive when needed. The position works with the CEO to decide the artistic direction of the charity and prepares a relevant programme of courses, events and projects to fulfill the aims of the charity. They will run the marketing functions including print, web and social media campaigns. The role also includes liaison with artists, evaluation of courses, customer satisfaction and communication tasks. The role is supported by a part-time Marketing Officer.

## Key tasks and responsibilities:

### Programming

- To organise a well rounded, financially sound programme of courses and activities which meets the aims and objectives of the charity.
- To negotiate appropriate terms and payment with all artists and leaders which takes into account the annual budget.
- To work with the management and house team to ensure the smooth running of events and courses.
- To write and manage contracts for artists and leaders and ensure that HMS is indemnified against financial or legal loss.
- Collate and analyse participant feedback to inform future courses and amendments to the programme.

- In collaboration with the Bookings Manager ensure Patronbase is used correctly, up to date and has all booked courses entered as soon as confirmed.

## **Marketing and communication**

- Ensure that all events and programmes are effectively marketed to reach participant and income targets.
- Record and monitor bookings on all events and report to CEO if there are any issues.
- Identify target markets and develop strategies to communicate with them.
- Produce monthly reports outlining marketing performance for future events and what plans are in place for any adjustments needed.
- Manage customer marketing database in line with current data protection legislation.
- Ensure that HMS is collecting the correct communication details, maximizing marketing potential.
- Manage print and design to a high standard using principles of best value.
- Keep website up to date and ensure all programmed events are entered ASAP.
- Enter new courses and keep Patronbase updated.
- Manage the website and any other media accounts.
- Monitor and report on specific social media campaigns.
- Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives.
- Produce quarterly performance figures and present to board.
- Responsibility for brand management and corporate identity.
- Monitor and report on effectiveness of marketing communications.
- Use social networking effectively and stay up to date with current trends.
- Analyze any data to understand trends and efficiently expend marketing resources.
- Responsible for managing and setting work programme for Marketing Officer including annual appraisal and target setting.
- Overseeing the marketing budget.
- Setting event budget with CEO.
- Communicate effectively with customers, staff, trustees.
- Ensure that any key information and messages are disseminated to all appropriate parties.
- Support the CEO on any project, fundraising or giving campaigns with appropriate marketing and communication.

## **Other**

- Deputise for CEO when necessary.
- Duty manage for gigs when required.
- Be a member of the management team.
- Be proactive in realising efficiencies across the organisation.
- Be an Ambassador for the Society.
- Carry out any other duties that may be reasonably requested.

# Person specification

## Essential

- Good level of education
- Significant programming experience
- Significant marketing and communications experience
- Ability to multitask and to organise workload efficiently
- Competence in CRM/event management software
- Confident, pro-active and able to work under own supervision
- Financial literacy: the ability to write clear financial reports manage budgets, and to contribute to excellent financial planning through setting, in consultation with colleagues, achievable and robust income targets
- Exceptional attention to detail, combined with first-class organisation and time management skills
- Exceptional communication skills, with the ability to build and sustain excellent and positive relationships with a wide-range of organisational stakeholders
- Computer literate – knowledge of Microsoft software, Social Media, Wordpress
- Excellent customer service skills –understanding the needs of learners and artists
- Flexible and positive working attitude with the ability to accept supervision and direction
- Ability to follow instructions/protocol consistently
- Passion for arts and education
- Proactive, reliable and conscientious

## Desirable

- Relevant degree
- Experience of working in a similar charity/arts role
- Design software knowledge
- Post graduate qualification

