

Goldups Lane

Marketing Manager

Starting: ASAP

Working Time: Full Time (40 Hours)

Salary: £31,000 PA

Job Brief

Goldups Lane is a boutique marketing and design agency. This is an excellent opportunity for you to work across a broad selection of marketing campaigns within a marketing agency that specialises in the arts. We are seeking an experienced Marketing Manager to run our busy marketing team.

The Right Candidate Will:

- Be an experienced marketer with good knowledge of full scope marketing campaigns.
- Have a keen interest in the live entertainment industry.
- Have experience managing marketing budgets and tracking this to KPIs.
- Be sales focused with good analytical skills and the ability to interpret marketing analytics and make recommendations for improvements.
- Have a minimum of 3 years experience in an entertainment marketing role.

Job Requirements:

Campaign Management

- Develop and execute comprehensive marketing plans for upcoming projects.
- Collaborate with internal stakeholders to align marketing strategies with production goals and objectives.
- Communicate with clients, providing regular updates on campaign activity.
- Monitor campaign performance and track against KPIs.
- Make recommendations to producers on budgets and pricing to ensure the department is working towards achievable goals.
- Manage marketing budgets efficiently, ensuring optimal allocation of resources for advertising, promotions, and other marketing initiatives.
- Support the digital marketing team with budget planning and content ideas.

Brand Management

- Ensure strict adherence to brand guidelines across all marketing materials and campaigns.
- Act as a brand champion, actively participating in rebranding initiatives when necessary.

Job Responsibilities:

Team and Department Leadership

- Manage a small marketing team, ensuring effective collaboration and high-quality output.
- Monitor sales across all tours, offering guidance and support to the marketing team.
- Provide guidance on proofing copy and design to maintain brand consistency and messaging excellence.
- Lead all marketing meeting with the marketing team.
- Report to Director with any areas of concern and provide regular department updates.
- Regular communication with other department heads, to ensure a strong communication between Marketing and other departments within the company.
- Work with Director to filter new work, upcoming projects and potential income opportunities for the marketing department.
- Set department goals to work towards each calendar year.
- Assess performance of the team and the various processes in place regularly.
- Maintain and enhance relationships with partner companies, fostering collaboration and exploring new opportunities.

To apply, please reach out 'HR Manager' at hello@goldupslane.co.uk