**Job Description:** Marketing and Development Officer (Full time)

**Responsible to:** Executive Director

**Salary Band:** £22,508 – £24,000

The Marketing and Development Officer will support the Artistic Director/CEO and Executive Director to realise and communicate The Mills artistic and strategic vision, supporting them in the marketing and promotion of the artistic programme and the organisation as a whole.

 **Main Responsibilities**

* Work within set budgets to promote The Mill and its activities to grow and develop its audiences
* Identify, develop and maintain dynamic and positive relations with the public, media, businesses, funders and local arts and community groups and individuals
* Where required represent The Mill positively and effectively at performances and events

**Marketing and Promotions**

* Use a range of marketing and communication tools to maximise income by increasing audience attendances at live and creative learning events
* Under the direction of the Executive Director develop, deliver and review The Mills marketing and audience development strategy in line with the overall business plan
* Develop positive working relationships with printed and broadcast media to promote The Mill and its activities through the management and production of press releases, briefings, editorials, listings, social media and advertising campaigns
* Liaise with visiting companies, artists and hirers to support their own marketing initiatives and ensure that they are in line with The Mills own branding
* Identify and implement imaginative ways to increase awareness of The Mill and to promote events and activities
* Manage and source print, design and signage
* Under the direction of the Executive Director, design and manage the production of three season brochures per year, direct mailings, flyers and posters to support the promotion of The Mill as a whole and it’s events, activities and services
* Under the supervision of the Executive Director, monitor and control the marketing budget reviewing the impact of marketing initiatives on income

**Development**

* Support the Artistic Director/CEO and Executive Director to create sponsorship packages to cultivate corporate partnerships and funding opportunities
* Under the direction of the Executive Director Implement the organisations strategies to generate income through individual giving (including memberships), small donations and community fundraising
* Coordinate and deliver cultivation and development events as agreed by the Arts Centre Director/CEO and the Executive Director
* Ensure that development databases and mailing lists are kept up to date and current and mailshots are delivered in a timely fashion

**Communications**

* Ensure that all staff are kept up to date regarding The Mill’s programme of events and activities in order to guarantee consistent and effective promotion
* Assist the Artistic Director/CEO and Executive Director to raise awareness of The Mill as brand locally, regionally and nationally
* Under the direction of the Executive Director coordinate The Mill’s digital communication channels including updating the website
* Manage the customer database ensuring it’s security and that it is GDPR compliant
* Implement a regular schedule of data cleansing and updates
* Support the Artistic Director/CEO and Executive Director in preparing data and statistics for reports, presentations and funding applications
* Contribute to the Executive Directors bi-monthly board report including the provision of sales figures and findings from marketing campaigns