



CADOGAN HALL

Head of Marketing

£45,000 - £48,000 depending on experience + generous benefits

Full-time including occasional evenings and weekends

Set in a fantastic location in the heart of Chelsea, Cadogan Hall is one of London's leading venues.

The Hall's 1000 seats, excellent acoustics and luxurious surroundings makes it the first choice for some of the UK's top orchestras, including the Hall's resident orchestra, the Royal Philharmonic, as well as a favourite London destination for international touring orchestras and promoters.

Cadogan Hall is the chosen venue for the world-famous BBC Proms Chamber Music Series and also offers a vibrant selection of contemporary, jazz, folk and world music events as well as talks, debates and conferences.

We're excited to announce that we now have an opportunity for an experienced Head of Marketing to join our senior management team and play an integral role in the future growth and development of our outstanding venue.

Reporting directly to the Managing Director, managing the marketing functions and working with box office manager, you will have overall responsibility for both creating demand for our programme of over 300 events each year and managing the resulting circa 290,000 ticket sales, approximately 95% of which are completed online.

With such a diverse and busy programme of unique events, the successful candidate will inspire the marketing team with both strategic vision and the detailed knowledge of how to generate an audience for any event, whether that is a visiting symphony orchestra or an improvised jazz quintet playing in the foyer.

You will have a strong understanding of online marketing and be able to demonstrate an impressive track record of generating a return on online marketing investment. Exploring new ways of maximising the hall's existing audience database in addition to developing new audiences will be an essential aspect of our growth.

The ideal candidate would be keen to participate in the national discussion on audience development, working collaboratively with our partners and the wider cultural community on initiatives to develop our shared audiences.

A key to success in this role will be working effectively with the Managing Director to create deliverable marketing plans within a carefully managed budget and directing the marketing team in managing a high workload with demanding deadlines.

If the above is of interest and you feel you have the experience and skills to ensure that our hall remains the venue of choice for producers and for our customers, both old and new, then we want to hear from you.



Key accountabilities

As our Head of Marketing you will have an exciting, diverse and challenging role which will include, but will by no means be limited to, the following responsibilities:

- Leading and developing the Sales and Marketing team to achieve the maximum impact and effectiveness, shaping working groups as required
- Leading on the development of integrated sales, marketing, communications and external relations plans
- Developing the Hall's digital ambitions, including digital marketing plans, and driving the digital agenda in all forms across the organisation
- Providing marketing support to a wide range of partners and promoters
- Working collaboratively with the Managing Director to deploy a comprehensive and established marketing & communications strategy and audience development strategy for the Hall
- Managing the relevant budgets for the above, including the most effective use of the marketing budget.
- Ensuring that the Hall is a market leader and aligned with best practice in the industry.
- Ensuring that the Hall operates a first-class box office service
- To play a role in representing the organisation across the nation's capital, and nationally, where appropriate

Required skills and experience

The ideal candidate will be able to demonstrate that they have the following:

- Previous experience of leading marketing, communications and external relations functions in the performing arts and/or classical and contemporary music sector
- A track record of creating marketing and communications campaigns that have increased box/ticket office revenue
- Knowledge and understanding of contemporary box office systems and practice
- The ability to lead, inspire and motivate a team, and to manage their performance.
- Demonstrable success in evaluating and improving effectiveness of external communications activity
- A strategic understanding of the role and importance of customer intelligence to inform effective marketing operations
- Experience and understanding of developing a brand, both for customers and for stakeholder engagement
- Awareness, and ideally experience, of the opportunities offered by digital and social media
- Experience of delivering compelling correspondence, statistics, presentations and reports
- Strong organisational and budgeting skills
- The ability to work in a pressurised environment, manage competing priorities and deliver results within changing circumstances and priorities

What you can expect

- A competitive salary of between £45,000 and £48,000 depending on experience
- 12% non-contributory pension (starting at £7,680 per annum)
- BUPA healthcare scheme
- Life assurance
- Pension
- 25 days holiday plus bank holidays (increasing with service)
- Discounts on tickets for friends and family



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How to apply

If you have the relevant skills and experience to be our new Head of Marketing and would like to submit an application for the role, then please send your CV with covering letter to dan@venuerecruit.co.uk. Closing date for applications is **Friday 21 January 2022**.

Venue Recruitment Solutions Ltd have been exclusively retained to manage the search and recruitment process for this position and are therefore unable to accept CVs from any third-party agencies. All CVs and expressions of interest received will be forwarded directly to Venue Recruitment Solutions for consideration. Applications and enquiries should be emailed to dan@venuerecruit.co.uk.