



## SALES AND MARKETING COORDINATOR

Revelation are seeking a driven, passionate, effective and flexible **Sales and Marketing Coordinator** to join our small team! Named as **Best Cultural Venue 2017** at the Kent Creative Awards, Revelation is a unique arts venue where Ashford's growing community come together and experience high quality performances and exhibitions.

### To Apply:

- Send your **CV with a Covering Letter** clearly explaining why you meet the criteria for the role and relevant experience, along a completed Equal Opportunities Form.
- Please email your application to **Debra McGee, General Manager, Revelation** at [manager@revelationashford.co.uk](mailto:manager@revelationashford.co.uk)
- The closing date for applications **10am Friday 27 April**. Applications received after this time will not be accepted.
- Successful applicants will be notified **Week Beginning 30 April 2018**
- Interviews will be held on **Monday 14 May 2018** - please let us know on application if you are not available on this date.

If you would like to discuss any aspect of the role before applying, please call **Debra McGee on 07946 302974**. Thank you for your interest in Revelation. We look forward to receiving your application.

### Background

Following the refurbishment of St Mary the Virgin Church in 2011 to create a flexible multi-use space, Revelation has become a focal point for the arts in Ashford and with its distinctive setting, one of the most vibrant and exciting small venues in the country and winner of **2017 Best Kent Cultural Venue**.

The venue has hosted nationally and internationally acclaimed musicians such as Courtney Pine, Gaz Coombes, St Agnes Fountain, Martin Simpson and Fairport Convention, Tom McRae, Seth Lakeman ; Unique theatre shows including Dancing on Armistice Day, Paper Cinema, Long Nose Puppet Theatre ; and spoken word events with Henry Blofeld, Tony Benn, Gerald Dickens and Michael Portillo. Each year Revelation promotes around 25-30 events in St Mary's, and around 20

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performances on Ashford Bandstand and town centre spaces. Regular hirers of the building add to the quality of the arts provision in Ashford and provide an additional source of income.

**Revelation** is governed by a Board of Trustees – St Mary’s Arts Trust (SMAT), and is run by a highly motivated and energetic team of staff and volunteers. We are very much a growing organisation, constantly striving to improve the visitor experience with quality artistic programming and regular external hiring of the venue.

St Mary’s is also a fully active church. Everyone involved with events at the church must be aware of both the possibilities and the limitations inherent in using the building, as well as the sensitivities of the congregation and PCC. This may include, but is not limited to: diary management around key times in the church’s year, day to day use of the church by a variety of community groups, appropriate content for events, and that many of the people working in and around the church itself are committed volunteers

#### **JOB DESCRIPTION:**

##### **Overall purpose of the post:**

- Support the General Manager in the sales and marketing of St Mary’s Arts Trust, via effective **sales, marketing and communications strategies**, ensuring St Mary’s Arts Trust meets its **sales targets**.
- Role includes maximising sales and ticket management, collating and analysing audience data and feedback and supporting the ongoing work of Revelation.

**Responsible to:** General Manager

##### **Terms:**

- **Salary:** £16,500 pro rata plus optional contributory pension.
- **Location:** Central Ashford, Kent
- **Hours of work:** **3 days/22.5 hours per week** flexible between the hours of 9am-5pm. No overtime is payable.
- **Start date:** May/June 2018
- **Annual leave:** 28 days pa, plus bank holidays pro rata

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- **Contract Period:** fixed term for 12 months with 3 month probationary period, contract renewable subject to funding
- **Working closely with:** General Manager, Marketing Consultant, Creative programmers (freelance), Volunteers

### **Specific responsibilities:**

#### **Strategic:**

- Work with General Manager to realise Revelation's audience development plan and sales targets.
- Lead on Audience Development- Developing strategies and incentives to increase our audience base and work to attract new demographics in particular families and young people
- Lead on campaign planning and communication strategies for each strand, segment and show
- Lead on volunteer recruitment campaigns
- Analyse audience data to understand our current audiences and use the analysis to develop new audiences and increase attendances
- Initiate and collate feedback (from listings, reviews and previews, social media, word of mouth, post event audience surveys) to inform future marketing and funding campaigns.
- Initiate and support reciprocal marketing initiatives with other arts venues in Kent.
- Advise the General Manager and Revelation board of marketing and sales issues and trends e.g. GDPR
- Ensure that we operate Data Sharing Agreements as required by Arts Council England and that we meet statutory data sharing requirements, including GDPR
- Raise awareness of Revelation on a local, regional and national level

#### **Sales & Development:**

- Lead on hitting agreed sales targets for shows and events increasing income and attendance figures.
- Monitor sales for all shows to maximise attendance and ticket income for events
- Work proactively and creatively with the General Manager and all other staff generating ideas and strategy for building new audiences and generating income
- Work to ensure campaign elements are delivered internally

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- Report on current sales for individual events as and when required
- Devise and promote fundraising campaigns, membership schemes and special events
- Manage and update the seasonal planning document for marketing.
- Develop and Maintain accurate databases of audiences, volunteers, VIPs, supporters, partners and other networks as required, in accordance with our Data Protection policy.

### **Marketing and Communications:**

- Initiate and implement effective marketing plans for Revelation Seasons and Individual shows and events
- Plan, design and copy write regular e-newsletters, press releases, artist interviews.
- Research and develop content to promote events and any specific campaigns.
- Capture and analyse audience data from each show.
- Manage Revelation Angels Membership scheme and keep members informed of news, benefits and offers.
- Devise recruitment strategies for Volunteers and maintain Volunteers database
- Develop a robust marketing distribution network and arrange design and distribution of brochures, flyers and posters to existing sites and find new sites.
- Ensure website, online ticket sites, event listing sites are up to date; create accurate and high quality content (listings, blogs, images).
- Sound knowledge and use of all social media platforms to plan campaigns for events.
- Upload event photos to website, selecting images which most effectively reflect the event and the brand of Revelation.
- Sign up to and lead on Audience Finder data

### **Ticketing:**

- Responsible for putting shows on sale, using online box office system, generating reports and creating weekly sales figures, for Revelation and /or hirers
- Deal with day to day booking and ticketing enquiries and keep accurate record of ticket sales.
- Responsible for informing ticketing agents of any changes to the system, supporting them to find efficient ways to provide a personal service in Ashford.
- Responsible for ensuring the Production Manager/Event Manager has an up to date and accurate list of ticket purchases before each show.



**General:**

- To demonstrate a commitment to Revelation's core values
- To publicly represent Revelation in a prepared and professional manner and to maintain confidentiality at all times
- To create a friendly and welcoming atmosphere for users of Revelation
- To keep abreast of new opportunities and developments and be aware of current genre trends and news
- Propose new methods of working or efficiencies.
- The post will involve working occasional evenings and weekends
- To undertake any other duties which may reasonably be requested

**PERSON SPECIFICATION:**

**Essential:**

- Minimum of 1-2 years sales and marketing experience or relevant qualification
- Proactive with ideas to sell shows through all marketing channels
- Excellent communication and interpersonal skills
- Ability to write creatively and within context, with excellent grammar and syntax
- Ability to take initiative, work independently and manage workload
- Excellent computer literacy: Microsoft Office: Word, Excel, Outlook, Publisher
- Success in developing relationships with press and promotional partners
- Interest in and understanding of new media/online marketing opportunities
- Excellent time management and organisational skills
- Keen interest in and knowledge of theatre, dance, music, comedy and/or other areas
- Experience and use of CMS and CRM systems including Wordpress and Mailchimp

**Desirable:**

- Experience in a mixed artform venue
- An eye for good design and experience with print/website design
- Previous experience of working/volunteering or an internship in an arts environment
- Ability to manage and complete routine tasks independently

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**Please note that this is a guide to the nature of the work required. It is not wholly comprehensive or restrictive and may be reviewed with the post holder and the General Manager from time to time.**