



JOB DESCRIPTION

Title: Retail Marketing Manager
Reports to: Director, Marketing and Communications
Contract type: Permanent part time - 0.6 FTE
Location: Snape Maltings

WHO WE ARE:

Britten Pears Arts is a pioneering cultural charity based in Suffolk. It emerged from the determination of composer Benjamin Britten and his partner, singer Peter Pears, to ensure that everyone could enjoy and experience music. Britten Pears Arts aims to continue their legacy to develop talent, celebrate their heritage and engage with communities.

Britten Pears Arts owns and operates two cultural destinations: the living heritage locations of Snape Maltings, Snape and The Red House, Aldeburgh.

Snape Maltings is a leading regional visitor destination and a stunning place to visit and enjoy independent shops, cafes, galleries, heritage, and the beautiful natural environment. It is also home to the majority of Britten Pears Arts' music and arts year-round programme hosted at the internationally renowned Snape Maltings Concert Hall.

The shops at Snape Maltings, housed in the beautiful old Maltings buildings, offer a carefully selected range of products, including home interiors, furniture, fashion, food and craft over 20,000 square feet. The offer is unique to the area and the size and variety of the shops, café and restaurant, has the potential to attract a broad audience including regular local people, day trippers and holiday makers from further afield. The holiday accommodation on site gives this audience the chance to stay a little longer.

Britten Pears Arts' second destination is the heritage property, **The Red House, Aldeburgh**, former home of Britten and Pears. Set in its peaceful 5-acre garden, open as a museum and national Archive it adds to the offer for both the tourist and local community alike.

The work of Britten Pears Arts is supported through a variety of income streams: 100% of the profits from the Trading businesses go towards the charitable work of Britten Pears Arts which also relies on a range of fundraising initiatives and philanthropy, public funding eg: from Arts Council England, ticket sales and royalties.

Marketing & Communications are a central team responsible for promoting the charity's brand(s), marketing voice and engagement with all aspects of the organisation – from the Britten Pears Arts performance, community, and artist development work through to the awareness, engagement and commercial adoption of Snape Maltings Trading Limited's offerings.

THE ROLE:

The Retail Marketing Manager will lead and execute the day-to-day marketing programme that drives engagement with Snape Maltings Trading Ltd's Retail, Café and Restaurant and Accommodation portfolio.

Working closely with SMTL management and central marketing colleagues this role focuses on the ultimate objectives of motivating customer engagement, increasing footfall, driving revenue sales and securing growth across the portfolio. You will be responsible for framing and implementing brand and promotional initiatives in a year-round marketing communications plan, with editorial and promotional messages across on-site, in-store, print and digital, to social, e-crm and loyalty.

Sitting within the wider Britten Pears Arts Marketing and Communications team, you will be highly collaborative as this is a pivotal role driving the purpose of Trading – 'to support and generate income for our parent charity Britten Pears Arts'. As such, working hand in hand with BPA colleagues you will encourage cross selling and promotion of the charitable benefits of shopping with Snape Maltings Retail.

Key responsibilities:

- Develop and implement a year-round retail marketing strategy for Snape Maltings Retail shops including House and Garden (inclusive of Food Hall & Little Rascals), Craft Shop, The Shed.
- Develop and implement a calendar programme of seasonal promotions for Catering and Accommodation.
- Manage the E-CRM programme – developing and scheduling emails, newsletters and ensuring smart data collection systems are in place for the Trading portfolio.
- Plan and execute a social media plan in partnership with Trading, that will in turn slot into the wider social media plan. Ensure both organic and paid social media promote the brands impactfully.
- Work with the Web Officer to ensure the digital expression of Trading is up to date, correct, informative, representative and motivating. Make day to day updates / changes on Craft.
- Plan and administrate the commercial marketing budget.
- Deliver ad-hoc branding, advertising, tactical press and publicity communications including copywriting, negotiations and scheduling.
- Plan and organise seasonal shopping days in partnership with Head of Retail - including in-store theatre, entertainment and promotion.
- Work with the wider Marketing team to ensure that Trading are represented with integrity across BPA Destination communications.
- Set a plan and schedule for image capture, product shoots, photography and video for Buying colleagues and Photography freelance to deliver.
- Work with third party agencies on digital paid promotions ad-hoc.
- Work with the Web Officer to optimise our presence on key digital marketing platforms, coordinating with the central BPA marketing plan.
- Produce digital and printed marketing materials required for retail, catering and accommodation.
- Anything else which is commensurate with this job role.

Signed; _____ Date: _____

Person specification – Retail Marketing Manager

Criteria	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Demonstrable experience of devising and implementing retail marketing strategies to increase revenue. • Experience of using various marketing channels, including digital, print and social media. • Experience of delivering promotional marketing initiatives through a variety of materials. 	<ul style="list-style-type: none"> • Experience gained across multiple revenue streams. • Strategic Marketing planning • Marketing qualification • Loyalty marketing • ECRM platforms
Skills/knowledge	<ul style="list-style-type: none"> • Accurate and efficient administrative skills • Project management – from concept to delivery, including managing budgets, stakeholders and meeting deadlines. • Confident user of IT (Microsoft Word, marketing tools) • Analytical and numerate – able to use data to inform planning and decision making. • Ability to adhere to a brand tone and expression – appropriate to the target audience. • Listens, respects and responds to the views/needs of colleagues, can also be persuasive and influential – winning people around. 	<ul style="list-style-type: none"> • Proofreading experience • CRM / Content platform • CMS tools
Ability/aptitude	<ul style="list-style-type: none"> • Is a creative marketer – sees opportunities to promote sales and cross-sell. • Ability to communicate effectively at all levels (a high standard of verbal and written English required), with excellent interpersonal skills • Can produce engaging copy for different channels • Ability to work under pressure, set and adhere to strict deadlines • Able to engage with others – is supportive of colleagues, builds and maintains productive working relationships with a wide range of people 	
Special requirements	<ul style="list-style-type: none"> • High degree of commitment and flexible approach to working hours • Available for evenings and weekends • Full, clean driving licence 	