

GRANGE PARK OPERA

AT WEST HORSLEY PLACE, SURREY

- Job title:** Marketing Officer
- Reports to:** Marketing Manager
- Location:** Sutton Manor Farm, Alresford, Hampshire, SO24 0AA
- Hours:** 9.30am – 5.30pm, Monday – Friday
Occasional evening / weekends required (detailed below)
- Salary:** £22-25k depending on experience

Main duties and responsibilities:

Grange Park Opera & Pimlico Opera are currently looking for a Marketing Officer. You will be a leader in evolving our digital experience to meet the needs of our customers, with the goal of increasing brand awareness and encouraging engagement and ticket buying amongst our target audiences.

Our office hours are from Monday to Friday 9.30am to 5.30pm. During November, June and July there may be occasional evening and weekend work to support our performances at West Horsley Place in Surrey and our yearly prison project.

Responsibilities

- Develop and manage digital marketing campaigns
- Manage and maintain grangeparkopera.co.uk
- Work with the Marketing Assistant to optimise content for the website and social accounts
- Track and analyse website traffic flow and provide regular updates
- Attain key performance indicators such as reducing the website bounce rate, increasing dwell time or improving conversion.
- Continually work on the Search Engine Optimization of the website(s)
- Fix any errors or bugs in online content
- Create and implement the company's SEO and pay-per-click strategy
- Identify new trends in digital marketing, evaluate new technologies and ensure the brand is up to date with industry developments, particularly mobile marketing.
- Work with the marketing assistant to ensure our website, social media channels and marketing activity have a regular stream of content on which to draw.
- Ensure that all copy and images are correctly entered on the company CRM in clean HTML markup
- Assist in the creation of the company's e-mail marketing as directed by the Marketing Manager
- Manage relationships with external digital agencies

Key skills:

- **Editing and writing skills:** You will need to devise and edit content for multiple platforms.
- **Communication skills:** You will need to be able to explain to those who may not be familiar with the medium, how it is applied to the overall marketing strategy.
- **Editing skills:** for website content.
- **Web development skills:** Some knowledge of HTML/JavaScript, strong knowledge of search engine optimization.
- **Project management skills:** You will need to be good at handling time-sensitive projects and working to deadlines.
- **Experience:** 2+ years in a similar role

General

- Build and maintain good relationships with all team members and be able to communicate well with people of all levels
- Deal with all enquiries in a professional and courteous manner, in person, on the telephone or via e-mail
- Always adhere to all company policies and procedures
- Be involved and contribute at team meetings
- Carry out all reasonable instructions given by the management team and be willing to take on jobs to balance the team workload