

### **Role Profile**

<b>Job Title:</b>	Marketing & Communications Manager
<b>Location:</b>	Devonport Market Hall
<b>Hours:</b>	35 hours per week to be worked flexibly including evenings & weekends to suit the needs of the business/team
<b>Salary:</b>	Starting from £25,750 depending on experience

### **About Real Ideas**

Real Ideas Group works to solve problems and create opportunities that regenerate communities and support individuals to progress and flourish. The Group is comprised of multiple teams, each growing a specific area of practice in relation to our core themes: Public Engagement, Creative Business Development, Creative Digital Education, Developing Pathways and Embracing Innovation. These areas of work are often delivered in our buildings, Devonport Guildhall, Market Hall and Liskeard Library.

### **The Focus of the Role**

This role comes at a pivotal moment for Real Ideas, as we expand our creative footprint in Devonport. You'll play a key role in raising the visibility of the emerging Devonport Creative Quarter and supporting the transformation of Devonport Guildhall into a thriving creative hub - building on the legacy of Ocean Studios and bringing together studios, specialist print facilities, flexible making space, and a vibrant creative community. This transformation brings these expertise and opportunities closer to our other location in Devonport, Market Hall, a home to digital and immersive innovation.

The Marketing & Communications Manager will play a key role in the team, supporting the smooth delivery of our services, facilities, and programmes, particularly those taking place in Devonport Guildhall & Column and the Market Hall. This includes providing communications support, particularly linked to ticketing, and ensuring we maintain a high profile for all activities on the appropriate social media platforms. Alongside showcasing the specialisms in each space, particularly Printmaking and Immersive Technologies.

The successful candidate will develop and grow systems, processes, and infrastructure to communicate effectively with current and new audiences, stakeholders, and partner organisations. They will ensure communications support the delivery of excellent customer and audience experience, delivering effective digital communications and ensuring smarter work with data, channels, and systems.

**Duties & Responsibilities**

- Digital Communications & Systems Management
  - Develop and manage systems and processes for effective digital communication, supporting audience growth, membership and co-working sales, and engagement through CRM, ticketing systems, and social media.
  - Ensure content is accessible, inclusive, and GDPR compliant and in accordance with Real Ideas Data Protection Policy.
  - Proactively and effectively collaborate with colleagues and suppliers to maintain efficient digital channels and reporting systems.
- Marketing & Campaign Delivery
  - Plan and deliver integrated marketing campaigns to promote events, studio spaces, and opportunities, with a focus on Devonport Guildhall & Market Hall.
  - Manage digital campaigns across social media, email, and search engine optimisation (SEO) to drive engagement and conversions.
  - Create compelling content and copy tailored to various audiences.
  - Monitor and report on campaign effectiveness using analytics to inform strategy.
  - Support skill development of Marketing Assistant and wider Real Ideas Staff.
- Impact & Storytelling
  - Collect and share stories, testimonials, and case studies to highlight impact and inform messaging.
  - Track and report audience engagement with campaign performance.
  - Work with programme teams to communicate the value of creative initiatives, place-making and inclusive growth.
- Communicating the Emerging Devonport Creative Quarter
  - Deliver communications to promote the Devonport Creative Quarter, attracting creative talent, promoting studio spaces, and amplifying resident voices.
  - Collaborate with stakeholders to align messaging and position Real Ideas as a creative industry leader in the region.

**Real Ideas wide responsibilities**

- To represent Real Ideas well, understanding and talking coherently about Real Ideas products and programmes to provide more value for customers and members.
- Work collaboratively across Real Ideas Business Units through active participation in Teamwork Packages or other working groups.
- To adhere to and uphold Real Ideas' social purpose, strategic aims and policies.
- To contribute to a culture of inclusion and equality and demonstrate a commitment to removing all forms of discrimination.
- To act with integrity and always maintain the highest professional standards.
- To strive to meet individual and collective targets.
- To maintain the level of qualifications/personal and professional development and competence required to carry out this role and notify the company immediately of any circumstance that affects this.

- To use all Real Ideas systems & processes proactively and effectively.
- Track, report on, push for and celebrate social and environmental impact through the work we do, helping us create more as a result.
- Flexible working is available for this role.
- Additional, reasonable duties commensurate with the role and as agreed in advance from time to time.

*This job description is not necessarily an exhaustive list of duties and is intended to reflect a range of duties the post-holder will perform. The job description will be reviewed regularly and may be changed in the light of experience and in consultation with the post-holder.*

## **Person Specification**

### **Our values: How we behave**

Working as part of the Real Ideas Group is exhilarating, but it can also be challenging; we're not a typical organisation and by design we don't fit into traditional business structures or strict 9 to 5 working hours.

There's nothing typical about the people who work at Real Ideas. With experience in many different industries and cultures the one thing we all have in common is a passion to make a positive difference in the world.

Principally we're looking for people who embrace our vision and values, and who want to join us on this journey. Whilst your technical skills and abilities are important, being on board with our vision is crucial.

You'll need to be dedicated, tenacious and enjoy the challenges of working as part of multi-disciplined team. At Real Ideas collaboration is key, so you'll need to be a great team player, up for working with a wide range of people from colleagues and partners to members and suppliers.

We're interested in finding people who are proactive, have a desire to embrace opportunities who want to be responsible and accountable, and who can deal with complexity and uncertainty with and a smile on their face.

And because we always strive to be the best we can be, you'll be happy to challenge and be challenged.

If this sounds like you, then read on...

We use the following criteria to assess your suitability for the role. Please note that requirements at the application stage represent the minimum requirements for shortlisting purposes.

## Behaviours

### Adaptability:

Looking at your ability to adapt to change

### Cultural Add:

Do you share our beliefs/values and bring about diversity equity and inclusion within Real Ideas?

### Collaboration:

Can you collaborate effectively and work well with others?

### Growth Potential:

Do you have the potential to grow with Real Ideas and can evidence goal setting and motivation?

### Prioritisation:

Are you able to decide which task needs to be tackled immediately and which ones can wait – someone who can manage their time and prioritise effectively

### Digital Technology:

Do you have a commitment to adopting and using digital technology effectively to help solve problems and add value to the work of Real Ideas.

## Interview

### Qualifications

- L2 or equivalent in Maths and English
- Relevant Marketing Qualification (desirable)

### Application

### Experience

- Managing CRM systems for digital communication, including but not limited to: Hubspot, Eventbrite, Google, Later.
- Growing audiences and engagement through paid and organic activity.
- Planning and executing multi-channel digital communications activity.
- Managing an internal team member.
- Experience working with agencies and external suppliers to meet defined outcomes
- Working on several simultaneous programmes and projects.
- Mapping and understanding customer journeys to deliver effective marketing and social media campaigns.
- Working with impact data or social value storytelling (desirable)
- Interest or experience in the creative industries or place-based development (desirable).

### Application /Interview

## Knowledge

- An excellent understanding and working knowledge of CRM systems such as Hubspot, and the capability to gather customer data and build relationships through digital communications
- A high level of understanding of Box Office Systems such as Eventbrite.
- Comprehensive understanding of marketing and communications strategies to reach varied audience demographics.
- Solid understanding of Google Analytics and how to access and analyse data for insight.
- Expert knowledge in social media channels (organic and paid) for audience reach, growth, and content strategies.
- Knowledge of approaches to Customer Experience that lead to customer retention.
- Knowledge or experience in the areas of learning, education, business support, creative industries, and immersive technologies (desirable)

## Application /Interview

## Skills

- Strong attention to detail.
- Ability to organise and present information clearly
- Ability to work to tight deadlines and produce clear outcomes

## Application /Interview

## Other

- Strong commitment to diversity, equity & inclusion with a good knowledge and understanding of how discrimination works and wants to work in an environment that challenges this.
- A strong empathy with the values and ethos of Real Ideas.

## Application/ interview