



JOB DESCRIPTION

DIGITAL MARKETING MANAGER

APRIL 2019

HdK Associates





OVERVIEW

Are you an experienced arts marketer with strong understanding of social media and digital engagement?

We're looking for a part time Digital Marketing Manager to join us in our Hoxton office three days a week.

This job is ideal for someone who wants to consolidate their experience creating and helping run digital marketing campaigns and strategies for our clients and HdK. Highlights of the job include working for our clients on prestigious UK dance tours, creating video content and helping build the profile of HdK.

You will be supported by the Marketing Assistant and the HdK team which includes designers, a filmmaker, animators and web developers.





JOB DESCRIPTION

This job is ideal for someone who wants to consolidate their experience creating and helping run digital marketing campaigns and strategies for our clients and HdK.

There are three strands to the role.

The first strand is around digital marketing campaigns we manage for clients like Dance Consortium and Gary Clarke Company. You will be responsible for writing strategy, setting targets, creating campaign and content plans that can be shared with the client and providing regular progress reports. You will work with the HdK team to generate content that the theatres can use to market performances at their venues. Together with the Marketing Assistant, you will liaise with the theatres on their local campaigns giving support where required.

The second strand is working with other HdK clients creating audits and giving consultancy on their social media and digital marketing output and helping generate content, strategy consultancy, run digital advertising and occasionally offer client training.

The third strand is working with the director and the team on B2B campaigns to build our client base through various strategies. You will lead on specific areas of responsibilities depending on the strength and resources across the team including creating a new Social Media strategy and championing the HdK Blog.

Example campaigns you will be working on include Dance Consortium's Dada Massilo Giselle and the follow up to Gary Clarke's award winning show Coal called Wasteland.

You will be required to manage multiple campaigns at any one time, so you'll need to be organised and happy multi-tasking under pressure. Although office-based you'll be attending meetings and managing your own clients via the phone so a can-do, friendly attitude is essential.





Occasionally, leading up to touring periods, you may be asked to conduct video interviews with choreographers/performers, attend rehearsals and travel to opening night shows. Very occasionally, there are overseas trips to create content.

This is a varied and exciting role with lots of scope to learn new skills, make contacts in the arts sector and use your creative skills.

ABOUT HdK

Hans de Kretser Associates is a small team with a big reputation in the Art sector providing digital solutions to a wide range of arts and entertainment organisations. Clients include **Dance Consortium, British Museum, Spitalfields Music Festival, Dance Umbrella** and tours of shows such as **The King And I** and **Peppa Pig** as well as over a hundred other arts organisations, various West End shows and UK Tours.

We offer strategic thinking and practical solutions in digital marketing including:

- Online marketing campaigns
- Social media management, content creation and support
- E-marketing consultancy and auditing
- Website development and management
- Bulk emailing and viral email campaigns
- Creative solutions and design
- Search Engine Optimisation/Online Advertising
- Film and editing
- Training courses and seminars

Hans de Kretser Associates was set up in 2005 and is based in Hoxton – next door to the newly refurbished Hoxton Hall and with Hoxton's street food market on the doorstep.

To see examples of our work and the clients we work with, explore our website www.dekretser.com





RESPONSIBILITIES

- Create Social Media plans, campaigns and strategies for mainly dance tours
- Give social media and digital marketing consultancy to clients
- Give occasional Social Media and Digital Marketing training and workshops for clients
- Create Social Media and Digital Marketing audits for clients
- Manage social media campaigns for shows and tours
- Create content for social media campaigns such as trailers, vox pops and features working with our filmmaker
- Work with the Marketing Assistant to develop email campaigns
- Liaise with web designers, marketers, venues and artists
- Complete weekly and monthly reports to monitor campaigns
- Take part in client and internal planning meetings
- Attend meetings and first night performances
- Lead on aspects of the HdK Associates B2B Marketing strategy
- Blog writing
- Some customer support duties

ESSENTIAL QUALIFICATIONS

The job will be suitable for someone who can demonstrate that they have:

- Degree or similar level education
- 3 - 5 years minimum experience working in a digital marketing / social media capacity
- Success managing and creating Social Media plans and campaigns
- An excellent grasp of social media and digital technology
- A demonstrable interest in the Arts
- Good people skills
- Creative writing skills
- Ability to manage several projects at once
- Understanding of audience development





DESIRABLE

- Experience and knowledge of working on online advertising campaigns including Google Ads, Facebook and Instagram as well as other platforms e.g. programmatic.
- An arts degree or experience working for an arts organisation
- Experience creating video content
- Experience building followers to Social Media channels
- Have an understanding of audience development

BENEFITS

- Attractive studio in lively and creative Hoxton, a short walk from Brick Lane and Shoreditch High Street
- Creative work environment and culture
- Support from talented and hardworking team members
- Other employees at HdK have gone on to take successful positions at The Tate, Royal Opera House or for well-known vlogging agency Gleam Futures





TESTIMONIALS

Quotes from previous employees

The team are very open and always willing to teach each other new skills and tricks. I was never afraid to ask questions or say I was struggling with something because Hans viewed any situation I found challenging as a learning opportunity. It made me feel like I could be open and honest.

Sarah Osborne, ex-Social Media and Digital Marketer

I valued the team and being taken in as a vital team member from day one. Improving my technical skills has been so much. Overall, it's been extremely pleasant to work as the company is very flexible and I have been able to setup systems and workflows which will stay in place even after I'm gone.

Theis Nielsen, ex-web developer

I'm very thankful that you gave me an experience of a lifetime. You are all a huge part of my growth as a person and I appreciate all the opportunities you have given to me.

Rochelle Chambers, recent Apprentice





LOCATION

We are based next to Hoxton Hall, an old Victorian theatre on Hoxton Street. This is a vibrant area near Shoreditch and Old Street.

128 Hoxton Street, London, N1 6SH

TERMS

The post is offered as a part-time post three days a week. Choice of hours and days are negotiable, but we are looking for someone to work in the office rather than remotely.

£30,000 - £34,000 based on experience (pro rata)

Statutory holiday allowance (20 days plus Bank Holidays pro rata)

HOW TO APPLY

To apply, **leave a voicemail by phoning 020 8050 4072**. Successful candidates will be contacted for a telephone interview before 6 May. A shortlist from this round will be invited in for interview. We regret we cannot contact unsuccessful candidates.

Deadline for voicemail application: 9am, Monday 29 April

