



JOB DESCRIPTION

# DIGITAL MARKETING MANAGER

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June 2019

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**HdK Associates**



Hoxton Works, 128 Hoxton Street, London N1 6SH | [support@dekretser.com](mailto:support@dekretser.com) | [www.dekretser.com](http://www.dekretser.com) | 020 7012 1720



## 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 twenty to twenty five hours a week.

This job is ideal for someone who wants to consolidate their experience creating and running digital marketing campaigns and strategies for both our clients and in-house accounts. Highlights of the job include working for our clients on prestigious UK dance tours, creating innovative digital content and building 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 running digital marketing campaigns and strategies for our clients and HdK.

There are three strands to the role.

The first 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.

The second strand is managing digital marketing campaigns 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 our venues 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. We want you to help us become a leader in digital marketing for the arts.

The third 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. Your role will be to ensure that our services in this field are compelling to existing and new clients.

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.





As we're a small team, you will sometimes have to help in busy times with tasks such as interviews with choreographers/performers, attend rehearsals and travel to opening night shows. Very occasionally, there are overseas trips to create content.

As well as the Marketing Assistant we are developing an intern programme to give young arts marketers experience in our sector which you will help manage.

## 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](http://www.dekretser.com)





## RESPONSIBILITIES

- Lead on aspects of the HdK Associates B2B Marketing strategy in conjunction with the director
- 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
- 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
- Write about your skills and knowledge in blog posts for HdK site
- Some customer support duties

## ESSENTIAL QUALIFICATIONS

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

- Degree or similar level education
- 5 years minimum experience working in a digital marketing / social media capacity
- A rigorous and results focused approach to marketing
- 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 managing a marketing team member
- 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 on 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 approximately 20-25 hours 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 - £35,000 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 on a rolling basis. A shortlist will be invited in for interview. We regret we cannot contact unsuccessful candidates.

Deadline for voicemail application: 9am, Monday 8 July

