



Marketing and Resources Manager

Job description

Employer: TBAW Board of Trustees

Line Manager: Operations and Finance Director, TBAW

Line Managing: Bookings Officer, Front of house team and Caretaking and cleaning staff at St John's Waterloo and St Andrew's, Short St

Hours of Duty: 21/week: 0.6 Full time equivalent. Some evening and weekend work may be required for which time off in lieu will be given

Holiday entitlement: Pro rata equivalent of 5 weeks/year

Pay: TBAW level 3: £35,000 - £40,000 pa. pro rata plus contributory pension scheme

Holiday entitlement 5 weeks per year pro rata

Aim of post: The parish of St John's with St Andrew's Waterloo is at the heart of London, containing many local and national arts and commercial organisations and with several distinct residential communities. The Bridge at Waterloo (TBAW) is a social enterprise founded by St John's Waterloo. We deliver projects responsive to need, acting as a catalyst for change and growth. We believe that unlocking individual potential enables *all* to flourish.

The Marketing and Resources Manager will have the task of developing the commercial potential of both our sites, in accordance with the objectives of TBAW and St John's, to enable the income from lettings and bookings to cross-subsidise our community engagement activities.

The parish has two sites – St John's Church and St Andrew's Church – and both have potential to contribute more to the life of the area, as well as providing vital income for TBAW and St John's. St John's has a strong tradition as a venue for professional and non-professional music and arts, and we want to build on this to create a centre of excellence for performance. It is also important that St John's becomes known as a high-level event space for a range of top corporate, private and artistic events. The church building is currently undergoing a major renovation lead by Eric Parry Architects and will be a major new events venue on the South Bank when it reopens in May 2022. We also have a street food market in front of St John's which is closed during renovation but will reopen once the works are complete.

The aim of this post is to:

- develop the income-generating potential of the church buildings, ensuring the provision of effective and efficient services to all users in accordance with TBAW's financial objectives
- raise the profile of the Bridge at Waterloo and St John's and St Andrew's Churches through developing an effective Marketing Strategy
- ensure the day-to-day management and administration of the staff and buildings
- liaise with key stakeholders in the local community and beyond to market and promote the ongoing work and development of the sites

Key responsibilities and duties

Business Development

- To maximise the bookings and lettings for both St John's and St Andrew's, in accordance with the business development strategy of TBAW, aiming towards a lettings profile of 30% high value commercial, 40% charitable and 30% community.
- To identify events management partners with whom we can develop our high value lettings business
- To oversee the management of the street food market ensuring that it reflects the values of St John's and maximises income.
- To ensure that monitoring and evaluation systems are in place to obtain feedback from both regular and one-off users of the buildings and to use this information to continuously improve the services provided to them.

- To manage communications and advertising of the activities and lettings potential of the resources at St John's and St Andrew's to as wide an audience as possible, including the website, social media presence and physical marketing resources.

Management and administration

- To line manage the bookings and front of house team to ensure a high quality of service delivery and support for TBAW'S projects and activities.
- To coordinate bookings to ensure that the buildings are operationally effective for all users. This includes:
 - Developing and managing the existing bookings procedures
 - Working within set financial parameters as defined by the Finance and Operations Director
 - Ensuring that the buildings are managed in accordance with TBAW'S policies and procedures and in compliance with all regulatory requirements.

General

- To carry out all duties with particular reference to TBAW's policies and procedures and the aims and objectives of TBAW.
- To carry out any other appropriate duties in line with the aims of TBAW and agreed with the Management Committee.

Person Specification

- Experience of building strong relationships with customers, suppliers, clients or supporters to achieve strategic goals
 - Experience in working to ambitious annual targets
 - Instrumental in past posts in implementing a marketing strategy
 - Knowledge of a range of marketing planning and promotion techniques across a variety of media including social media and their application to events management
 - Experience in delivering successful events, on budget and above specification, such projects to be financially robust
 - Relevant experience of using a database and excellent IT skills
 - Experience in health and safety and the legal aspects of event management, such as risk assessments and charity tax.
 - Able to work with others and use expertise to shape a successful outcome, managing expectations and keeping people connected whilst striving to deliver as close to the requirement as possible
 - At least two years' experience of line managing staff.
 - Commitment to St John's and TBAW's sustainability targets
 - Excellent written and verbal communication skills.
 - Self-sufficiency and resilience with the ability to 'think on your feet' and problem solve under pressure
- Interview
- Happy to work out of hours (some evening and weekends) when required for events. TOIL will be provided in most circumstances