



RICH MIX



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**ARTS COUNCIL
ENGLAND**

SALES AND MARKETING COORDINATOR

RECRUITMENT PACK | NOV 2024

JOB DESCRIPTION

JOB TITLE | Sales and Marketing Coordinator

SALARY | £27,000 - £29,000 depending on experience

LOCATION | Rich Mix, 35-47 Bethnal Green Road, London E1 6LA

LINE MANAGED BY | Events and Sales Manager

CONTRACT TYPE | Full Time, 12-month fixed term contract

HOURS | 35 hours (1.0 FTE) per week (excludes 1 hour lunch break)

Some flexible working required, to include evening and weekend events out of office hours.

ANNUAL LEAVE | 25 days per annum, rising by one day per year to a maximum of 30 days. Plus bank holidays.

PROBATION PERIOD | Three months

NOTICE PERIOD | Two months

CLOSING DATE | 12pm, Mon 6 January 2025

INTERVIEW DATE | week commencing 13 January 2025



WHO WE ARE



Rich Mix is a dynamic arts centre and creative hub in the heart of Shoreditch in East London. Launched in 2006, we connect some of the city's most adventurous and diverse audiences to a vital, exciting and ambitious programme of contemporary culture.

Our wide-ranging programme consists of around 300 events every year and focuses on music and a live events programme including spoken word, contemporary performance, cabaret, comedy and visual art as well as new release studio and independent cinema and film festivals across our three screens. Through our Creative Engagement programmes, we develop and facilitate the creative potential of young people and wide-ranging communities from across East London.

Our diversity extends beyond our daily programme of events. A Shoreditch landmark, our building provides a home for some of the city's most socially progressive and innovative creative businesses with more than 20 resident organisations employing more than 200 people.

We are a National Portfolio Organisation of Arts Council England (ACE) and its investment allows us to broaden the scope, scale and ambition as well as the diversity of our artistic and creative engagement programmes.

Our business model balances income from trading activities such as cinema ticket sales, private hires and bar revenue with our tenancy income, and grants from ACE, Trusts and Foundations and corporates which support our mission to welcome the communities of the world in East London to create, enjoy and share culture.

We actively encourage people from a variety of backgrounds with different experiences, skills, and perspectives to join us and influence and develop our working culture. We are particularly keen to hear from Global Majority candidates and candidates who self-identify as disabled.

PURPOSE OF THE ROLE

The Sales and Marketing Coordinator will work closely with the Events and Sales and Marketing and Communications teams to generate leads and maximise income in Rich Mix's business-to-business areas: Tenancies and Private Hires.

Currently the Events and Sales team delivers against ambitious sales targets, garnering a variety of private hire events a year, including conferences, private screenings, weddings, boardroom meetings, artistic hires, and film and television production.

This role will support the team in creating and delivering sales and marketing strategies that ensure targets are met. This role will be hands-on, designing assets and content, planning and scheduling integrated marketing campaigns across multiple platforms, and researching and networking for new leads and business potentials.

Rich Mix is currently home to more than 20+ creative and charitable businesses.

The Sales and Marketing Coordinator will also support income generation via workspace and studio rental – developing data and research-driven strategies, generating leads, ensuring available spaces are marketed appropriately to key target sectors and showing spaces to prospective tenants.



KEY RESPONSIBILITIES

LEAD AND INCOME GENERATION AND SALES

- Carry out approaches for all new business leads in a timely and professional manner, documenting the lead and outcome(s), using a cross-section of sales channels as needed (e.g. phone, email, networking).
- Collaborate with the Events and Sales Team to maximise the potential of any business leads, converting opportunities into bookings.
- Devise and action new ideas to develop space hire and rental revenue streams, in collaboration with relevant internal teams.
- Oversee advertising budget, to expand Rich Mix's presence in the events and tenancy sector and drive sales for the department targets.
- Report to the Events and Sales Manager on a weekly basis on how enquiries are received, handled and converted in line with occupancy targets.
- Organise and conduct tours for prospective tenants and Private Hires clients.
- Ensure all quote proposals, client communication and event/tenancy costings/budgets for clients are of the highest standard, liaising with the CEO on all legal administration.
- Liaise with external letting agents as required.

RESEARCH AND DATA

- Build a database of key target sectors operating beyond our location, specifically: film and TV production, social enterprises, experiential marketing and brand agencies.
- Build a database of and target potential clients and tenants local to Rich Mix, in the Shoreditch, Liverpool Street and Old Street areas of East London.
- Conduct market research to hone our target markets for hires and tenancies and feed into the sales and marketing strategy.
- Audit our current client list and conduct an analysis of opportunities, gaps and key regular clientele.
- Conduct analyses of repeat clients and use insights to boost loyalty / return bookings.
- Produce case studies of appropriate events, clients and tenants, which can be incorporated into the Marketing and Events and Sales teams' marketing campaigns.

MARKETING AND SALES CAMPAIGNS

- Lead on creating and executing targeted marketing and sales campaigns for hires and tenancies, across digital, print, press and other channels, working to deliver results against agreed objectives, evaluating value for money.
- Work with the Events and Marketing teams to develop sales strategies, business development initiatives and client relationship solutions, including pricing promotions, image/brand and profile.
- Work with the team on campaign evaluation, including collating digital analytics and feedback.
- Liaise with the Marketing team to ensure delivery of marketing activity for hires clients as needed.
- Maintain the Private Hires marketing calendar and the Private Hires and Tenancies sections of the Rich Mix website, ensuring all information, copy and content is accurate and up-to-date.
- Lead on email marketing and sales communications to current and prospective hires clients and tenants.
- Lead on Rich Mix's LinkedIn presence, scheduling engaging content from across the business (primarily Private Hires and Tenancies)

KEY RESPONSIBILITIES

GENERAL

- Keep abreast of trends in digital, business-to-business marketing and communications strategies.
- Keep full and accurate track of your activity and any budget spend.
- Attend a range of Rich Mix events and maintain a good working knowledge of the programme.
- Attend and contribute to general meetings when required.
- Represent Rich Mix at networking and fundraising events.
- Ensure Rich Mix's policies as outlined in the Staff Handbook, including Health and Safety, Equality, Diversity and Inclusion, and Environmental Policies, are implemented and reflected in all aspects of your work.
- Undertake any other duties commensurate with the status of the role and in keeping with its overall purpose.



PERSON SPECIFICATION

ESSENTIAL SKILLS, KNOWLEDGE AND EXPERIENCE

- At least two years' experience working in a commercial marketing or sales role
- Experience of working in a demanding and profit-driven business, sales, or marketing environment
- Experience of working to and delivery of departmental and individual KPIs
- Experience of effective campaign planning and delivery
- Experience in using social media, particularly LinkedIn, for marketing and engaging audiences
- Creative, engaging and accurate copywriting with strong experience of tailoring written content for different platforms and audiences, in-line with a brand's tone of voice
- Strong proofreading skills and excellent attention to detail
- Experience of or interest in content creation, including videography and photography
- Experience of developing effective relationships with multiple stakeholders at all levels
- A personable individual with a can-do attitude and a flexible approach
- Imaginative and creative, using your ideas to drive new ways of working to engage and maximise opportunities
- Strong individual and team working ability, with proven experience of multi-tasking and delivering to tight timelines
- Excellent written and verbal communication skills; ability to motivate and influence through communications
- An interest in the work of Rich Mix.
- Understanding of the importance of inclusion and diversity
- Understanding of the importance of environmental sustainability and working in a sustainable manner

DESIRABLE SKILLS, KNOWLEDGE AND EXPERIENCE

- Experience of using the Adobe Creative Suite (Photoshop and InDesign)
- Experience of using Wordpress or other content management systems; Dotdigital or other email marketing systems
- Experience and a strong working knowledge of Artifax, or an alternative CRM system

Please note this job description reflects the requirements of Rich Mix in November 2024. The role and duties of the post are subject to change in line with the future development of the organisation. Rich Mix reserves the right to make such changes as are necessary after any changes required have been discussed with the post-holder.

HOW TO APPLY

Please complete our online Application Form.

CLOSING DATE | 12pm midday, Mon 6 January 2025

INTERVIEWS | Week commencing 13 January 2025

If you would like to have an informal chat about this role, or apply in a different format, please contact recruitment@richmix.org.uk to arrange this.

DATA PROTECTION NOTICE

Equal Opportunities Monitoring forms are not shared with the hiring panel and are kept securely and only used for aggregated and anonymised reporting.

By applying for this role you consent to Rich Mix processing any personal data you include within your application. All personal data submitted will be processed and stored in accordance with the requirements of the UK Data Protection Act 2018.



RICH MIX

GET IN TOUCH

For more information or to have an informal chat about the role please email recruitment@richmix.org.uk

PHOTOGRAPHY CREDITS

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