



MARKETING MANAGER

Reports to Managing Director

Hours Full time (40 hours per week / 5 days)

Location SWG3 office, Glasgow

Salary £34–40K, dependent on experience

About SWG3

SWG3 is one of Scotland's leading independent venues – a place where creativity, community and commerce collide. What began as a group of artists' studios in a derelict warehouse has now evolved into one of Europe's most credible and loved multi-discipline arts venues; a collection of atmospheric spaces alive with art, design, music, fashion, food, shopping and nightlife.

Everyone knows SWG3 for a different reason, in a slightly different way. Sweaty gigs, pulsing club nights, experimental arts performances, global brand activations, fashion shows, a corporate lunch, a studio space – the variety of what goes on here is unparalleled in the city. And, through our exciting and ambitious Masterplan, the company is continuing to grow and evolve in even more ways, becoming a major cultural destination and tourist attraction for Scotland.

About this role

As Marketing Manager, you'll lead on marketing output across all company strands, including our live events and clubs programme, arts and culture, business generation, sustainability, tourism and more. Responsible for overseeing the venue's day-to-day marketing function as well as planning, executing and advising on long-term strategy and vision, you'll develop a range of short- and long-term strategies and campaigns to assist the company in achieving its multiple business objectives, from enhancing brand visibility to growing engaged audiences and driving ticket sales.

Driving the company's vision forwards through creative, innovative ideas and imaginative thinking, you'll work closely with internal teams, senior management, promoters, partners and key stakeholders on shared initiatives and actions, ensuring strong channels of communication, fostering a collaborative environment, and working together to support the wider goals of the company.

Managing a team of full-time staff, alongside coordinating and liaising with freelance team members, you'll lead, motivate and support individuals in delivering coherent, effective and creative marketing materials, outputs and solutions, overseeing the company's marketing channels - including social, digital, print and media - to ensure the smooth delivery of high-quality, on-brand marketing materials, and enabling effective systems, processes and workflows.



MARKETING MANAGER

Key responsibilities

1. Management and leadership

- Leading and motivating a team of full-time and freelance staff in order to achieve defined goals and objectives
- Managing and overseeing the venue's marketing function and output, ensuring the effective delivery of weekly, monthly and yearly workflows, tasks and projects
- Chairing weekly and monthly marketing meetings with senior management, and reporting at other team-wide meetings as appropriate
- Designing, implementing, overseeing and reporting on annual marketing strategy
- Leading on collaboration and communication with internal teams, senior management and a diverse range of external partners and stakeholders

2. Marketing functions

- Designing, implementing, managing and reporting on multi-channel marketing plans and campaigns across print, digital and media channels
- Overseeing all marketing content and channels, including printed and digital marketing materials and on-site assets, to ensure alignment with the company's brand, objectives and key messages
- Project management of creative campaigns and initiatives, working alongside artists, creative agencies and external partners
- Working closely with internal teams and individuals, including Ticketing, Operations, Bars and Development, to support on-site cross-function activities
- Working closely with the Head of Press on the company's press, media and public relations output
- Researching and developing external partnerships, relationships and promotional opportunities

3. Reporting and administration

- Effectively allocating marketing budget and resources, ensuring cost-effective use of marketing spend and internal resources
- Monitoring and reporting on marketing performance across all channels, creating regular reports and using data to inform strategy
- Ensuring best practice in terms of internal systems and processes relating to marketing administration and asset organisation, and supporting effective workflows

Approach and abilities

This role would be particularly suitable to an individual who:

- is passionate about working within the live music, arts and entertainment industry
- has strong leadership skills, with the ability to motivate and manage a team
- can switch between innovative, creative long-term ideation and detail-oriented daily workflows
- has excellent interpersonal skills, and is able to work well with a range of people
- is extremely organised, and enjoys managing multiple campaigns and projects simultaneously
- is able to stay calm, positive, focused and flexible under pressure
- is open-minded and tolerant in terms of cultural tastes and attitudes



MARKETING MANAGER

Skills, knowledge and experience

Essential

- A minimum of two years' experience in marketing management, preferably in the live entertainment and/or arts industry
- Demonstrated experience in successful team leadership and/or line management
- Proven track record in delivering successful multi-channel marketing campaigns, preferably with experience in events promotion and driving revenue through ticket sales
- Demonstrated experience in devising and implementing effective long-term marketing strategies
- Demonstrated experience in managing and maintaining a strong brand identity across a complex organisation
- Proficiency in all key digital marketing tools and platforms, including social media, digital advertising, web marketing, email marketing, and analytics platforms
- Strong knowledge of content, social media and digital marketing strategies
- Up-to-date knowledge and awareness of current marketing platforms, trends and best practice
- Excellent written and verbal communication skills, with the ability to tailor communications to a diverse range of colleagues, partners and stakeholders
- Excellent organisational and time-management skills, with the ability to manage and organise information from multiple sources, and use planning tools to keep projects on track

Desirable

- Experience in the live events planning and promotion cycle, including experience with ticketing platforms
- Professional knowledge of and familiarity with the local and national live music, nightlife and/or arts scenes, including industry contacts and relationships
- Experience in using Adobe Creative Suite to edit graphics, photos and videos

Hours and location

This is a full-time role of 40 hours per week. Whilst our office hours are 10am - 6pm, Monday to Friday, we're happy to discuss a working pattern which suits both sides. As a live events venue, some additional evening and weekend work may be required at points.

How to apply

Please submit a covering letter (no more than one side of A4) and CV to hr@swg3.tv by **Friday 2 August** at **12 noon**. If you have any questions regarding this position, please email hr@swg3.tv.