

# WIGMORE HALL

## **JOB DESCRIPTION**

Role:	Head of Development and Marketing
Salary:	c. £70,000, subject to experience
Contract Type:	Permanent, full-time
Responsible to:	Artistic and Executive Director, Wigmore Hall
Responsible for:	Development and Marketing departments, in full
Benefits:	22 days' annual leave Enrolment onto Company Pension Scheme (after 3 months) Access to private health insurance (after 6 months) Access to the Employee Assistance Programme
Application closing date:	9am on Monday 23 June 2025

## **JOB PURPOSE**

The strategic direction for Wigmore Hall's marketing and fundraising activities are set by its Director. The Head of Marketing and Development will lead the delivery and implementation of his strategy across the Hall's fundraising and marketing functions.

The Director is the Hall's principal fundraiser. The Head of Development and Marketing will deliver the Director's strategy for the Hall's engagement with its audiences, from first-time visitors to legacy giving and every stage in between. Responsible for driving audience engagement and growing philanthropic income, this role brings together two departments to work collaboratively towards shared goals. With a strong focus on insight and analysis-led campaigns, the postholder will strengthen supporter relationships and secure the income and engagement needed to sustain the Hall's work now and in the seasons ahead.

## **MAIN DUTIES AND RESPONSIBILITIES**

### **Management**

- Oversee the day-to-day operations of the Development and Marketing Departments, ensuring delivery of strategic objectives, as defined by the Director.
- Develop and implement integrated multi-year strategies across audience development and fundraising.
- Manage departmental budgets and income targets, ensuring the effective allocation of resources.
- Provide line management of the Development and Marketing Departments.

### **Fundraising**

- Deliver the fundraising strategy led by the Hall's Director, contributing insight and operational leadership.
- Work to meet or exceed the Hall's £3.5 million annual revenue fundraising target across major giving, membership, appeals, and trusts and foundations.
- Develop and manage relationships with donors and funders, including overseeing events and strategic engagement plans in conjunction with the Director.
- Provide oversight and direction for fundraising communications and stewardship journeys, ensuring a seamless connection with marketing campaigns.

## Marketing

- Oversee all marketing campaigns across digital and print channels, ensuring delivery aligns with the audience strategy defined by the Director.
- Lead data-informed campaign planning.
- Manage marketing partnerships, including advertising bookings and relationships with external stakeholders such as Classic FM.
- Maintain oversight of audience engagement schemes, including the Under 35s programme.
- Ensure marketing activities adhere to data protection regulations and internal policies.

## Data and Systems

- Drive audience engagement and fundraising growth through data-informed decision-making.
- Use Wigmore Hall's data analytics tools and in-house SQL skills to identify prospective donors and ticket sales opportunities, as well as to inform campaign planning.
- Define, implement and oversee data-driven journey mapping for audiences, donors and members.
- Analyse ticket sales patterns, website traffic, and digital engagement data to identify opportunities for growth and areas for experimentation.
- Experiment with data-driven marketing strategies (A/B testing, predictive modelling, segmentation, churn prediction, etc.), monitoring and reporting upon the efficacy of strategies.
- Work closely with the Technology Department to capitalise on the analytics tools in place at Wigmore Hall, working towards the integration of our datasets, analytics and reporting tools to better support marketing and fundraising efforts.

## **PERSON SPECIFICATION**

### Essential

- Proven track record in fundraising, including securing major gifts, developing strategies and achieving targets.
- Experience leading marketing and audience development strategies, ideally in the arts or cultural sector.
- Strong strategic thinking, analytical skills, and a data-driven approach to decision-making.
- Exceptional communication skills, with the ability to develop engaging narratives for a wide range of audiences and stakeholders.
- Experience building relationships with donors, funders, and key stakeholders.
- Strong departmental leadership and line management experience, with a track record of building collaborative, motivated and high-performing teams.
- Familiarity with using CRM systems as part of fundraising and marketing strategy.
- Ability to manage budgets, prioritise competing demands, and deliver multiple projects to deadline.

### Desirable

- Knowledge of classical music.
- Knowledge of Tessitura CRM system.

### Useful

- Qualification or proven aptitude in data analytics, data science, digital marketing, or a related field (Bachelors or Masters in Data, Communications and Society or equivalent).
- Experience of digital transformation projects involving data systems or CRM upgrades.