

JOB DESCRIPTION

Job Title:	Marketing & Press Manager – New Theatre Peterborough
Responsible to:	Theatre Director
Place of Work:	New Theatre Peterborough
Hours of Work:	40 hours a week, including some evenings and weekends.
Salary:	£30,000 to £32,000 per annum
Contract:	Permanent Contract
Pension:	Company Pension Scheme available
Probation:	6 months
Start Date:	To be agreed

Purpose of the Job: Implement effective marketing and PR strategies and campaigns to promote New Theatre Peterborough's programme and activities. Create, plan and drive audience development objectives and related strategies that meet the needs of existing and potential audiences. Ensure Selladoor Venues' and venue specific brand is represented appropriately in all areas of activity.

Key Responsibilities:

Sales, Marketing and PR

- Develop and implement marketing and PR campaigns for productions at New Theatre Peterborough. This includes investing in formative research, developing and implementing plans including the generation of content marketing, paid media, e-communications, digital marketing, social and third party promotions. The campaigns need to drive ticket sales and also support all other Selladoor Venues related offers including hospitality, catering and up sell of memberships.
- Regular media engagement with the generation of fresh ideas and opportunities to continuously inspire consistent media coverage of the venue and its events. This should include photo calls, launches, competitions, general releases and interviews.
- Generate regular sales reports against marketing plans to demonstrate return on investment against activities, key findings, learnings and recommendations. Produce a comprehensive final campaign report to be circulated at internal debriefs and to producers.
- A brand ambassador the theatre as well as Selladoor Venues.
- Manage and oversee events that support marketing promotions / partnerships generated for the campaign.
- Manage and host regular launch events such as brochures, members, groups and school initiatives.
- Establish and maintain successful relationships with media agencies, ensure best value for money and report on effectiveness of the media to help guide on future campaigns.
- Work with Theatre Director to ensure a CRM approach is taken with marketing campaigns and email marketing activity is fully integrated into campaigns.
- Plan, organise and manage opening night and press events.

Brochures and Print

- Manage the Season Brochure process in liaison with Marketing partners.
- Deriving strategic solutions and methods to ensure the brochures are best targeting new growth of local audiences whilst ensuring the re-attendance of current/ active audiences.

Social Media and Website

- Develop, manage and update website as required.
- Develop, manage and implement a content and social media plan to ensure all online activities are fully-integrated in campaigns.

Financial

- Contribute to the budget forecast; monitor specific budgets and expenditure throughout the year and report to the Theatre Director on a regular basis.
- Achieve and exceed box office, hospitality and event sales targets.

Box Office

- Oversee the box office operation. Promote and implement an exceptional customer service approach and execute approaches to maximise audience development and ticket sales.
- Manage and promote the membership scheme to enhance audience development and increase engagement with the theatre.
- Manage and develop the customer database in accordance with the Data Protection Acts ensuring full compliance.

Audience Development

- Lead the marketing and promotion of New Theatre Peterborough using traditional and social media in order to inspire and engage the identified key target audiences in accordance with the audience development and engagement strategy.
- Develop and promote marketing campaigns to target new user groups to maximise appeal and revenue.

This Job Description is not an exhaustive description of your duties. You will be required to adopt a flexible approach to your role and responsibilities. In particular, from time to time, you may be required to undertake such alternative or additional duties as may be commensurate with your skills, experience and capabilities. In consultation and agreement with you, this Job Description may also be amended at any time.

Applications by formal application form available from the Theatre Director, Richie Ross
richie.ross@selladoorvenues.com

Closing Date 18 September 2020