Job title: Marketing Officer - 4 days per week

Purpose of the role

Provide marketing for the theatre programme and community activities to generate ticket sales, attendance and engagement; support the delivery of the Marketing Strategy and Audience Development Plan; support the Theatre Director and freelance publicists in maintaining and developing the profile of the theatre. This role will work collaboratively with all teams across the organisation as well as freelance staff, visiting artists, community groups and creative practitioners.

Main Duties

Marketing and publicity

• Support the theatre team in all aspects of marketing communications and audience development, Friends development, and ticketing

• Deliver targeted marketing campaigns for all on stage productions and generate audiences and participants for off stage activities,

• Manage the design and production of all printed marketing materials and programmes including front of house displays

• Liaise with the visiting artists to obtain copy text, images and marketing material and to generate materials where these are not available

• Develop and deliver engaging social media content

• Maintain the theatre website

• Plan and create engaging email campaigns, segmenting lists where appropriate

• Place and manage the design of printed and online advertising

• Provide content for listings with local news and tourism publications

• Maintain and update all front of house displays and digital screen

• Maintain and update promotional sites owned or leased by the theatre throughout the town

Box Office

• Programme the Box Office system (currently Ticketsolve) with shows and events

• Apply prices, discounts and special offers as appropriate

• Use the Box Office to target campaigns and evaluate success

• Maintain customer data in line with GDPR

Person specification

It is essential that the Marketing Officer has:

• A minimum of one year's experience of marketing within either an arts or tourism environment

• Excellent verbal and written communication skills, creativity and flair

• Experience of using social media in a marketing context

• An interest in arts and culture

• An ability to meet deadlines and to prioritise work effectively

• Can work effectively independently and as part of a team

• Has an adaptable and flexible approach

It is desirable that the Marketing Officer has:

• Experience of working with ticketing systems

• Experience of maintaining websites

• Experience in graphic design