

JOB DESCRIPTION TEMPLATE

JOB TITLE	Marketing Officer
CONTRACT STATUS	Permanent, full-time
SALARY	£26k
HOURS	The usual working day is 9.30am – 5.30pm Monday to Friday, although some evening or weekend working may be required. 25 Days annual leave plus bank holidays
RESPONSIBLE TO	Marketing Manager
OTHER KEY WORKING RELATIONSHIPS	<p>Internal: Director of Marketing & Customer Experience Marketing Assistant Box Office Manager Box Office Team Head of Creative Learning Front of House team Catering team</p> <p>External: Visiting Companies Theatre customers Local community groups and organisations External agencies – design, web, ticketing etc</p>

THE VENUE

The Yvonne Arnaud Theatre is a charity and Surrey’s only producing theatre. Our iconic building opened in 1965, thanks to public subscription. It’s a lively place to work, as part of a welcoming and supportive team.

The Marketing Team comprises three full time staff, Manager, Officer and Assistant, sharing an office with the Director of Marketing & Customer Experience, who leads at a strategic level.

We work with producers of week-long national touring drama productions, as well as looking after one night comedy, music and spoken word shows. We also produce our own traditional panto and have recently returned to producing national touring shows.

Our programme is evolving as we work to bring new productions and companies to Guildford, offering blockbusters, such as Six, and shows from Mischief, alongside contemporary dance, family productions and classic dramas.

Our main auditorium has a capacity of 585, and the Mill Studio seats 80.

We pride ourselves on our professionalism, creativity, expert problem-solving and an ability to see the funny side.

JOB PURPOSE

The Marketing Officer is responsible for managing our audience development initiatives; on sale processes; contributing to email marketing campaign; keeping the website current and managing website development projects. They lead on social media content creation, with support from the Marketing Assistant, and on data reporting from our ticketing system (SRO) and Google Analytics.

The Marketing Office also works with our Catering Manager, Fundraising Team and Head of Creative Learning to ensure their activities are fully supported.

With other Marketing team members, they contribute as required by the Director of Marketing and Customer Experience to the achievement of the Yvonne Arnaud Theatre's marketing targets and objectives, with particular reference to the achievement of targets for sales via marketing campaigns.

THE PERSON

This is an exciting opportunity for a confident second-jobber and team player to join our Marketing department as we transform the theatre. You should have previous experience of working in an entertainment venue and, be ready to bring a fresh approach to developing audiences and managing data.

If you love the theatre, are happy reaching out to potential new bookers, designing a direct mail postcard and creating a report on website usage, then please apply!

DUTIES & RESPONSIBILITIES

- To strategically identify new audiences for productions and events at the Yvonne Arnaud Theatre, developing initiatives to reach them and grow repeat attendance.
- With the Marketing Team, create and deliver email marketing campaigns for all shows and events.
- With the Marketing Assistant, create and deliver lively, engaging content for web and social platforms.
- Monitor and report on campaign effectiveness and audience trends via data analysis from our Box Office system (SRO) and data software, including Google Analytics and Facebook Insights.
- Develop marketing campaigns and materials for the Yvonne Arnaud Theatre's Creative Learning activities, working with the Head of Creative Learning to ensure successful campaigns.

- Update the Yvonne Arnaud Theatre website, ensuring accuracy of information and maximisation of on-line sales (tickets, services and hospitality).
- Implement the sales process for each new show or event, in collaboration with the Programming & Producing Manager, Marketing Manager and Box Office Manager.
- Attend meetings as required.
- Carry out any other duties as required from time to time, taking into consideration the grade of the post and the capabilities of the post holder.
- Liaise with the Box Office Manager and his team to ensure their appropriate participation in relevant marketing initiatives and campaigns.
- From time to time, as directed by the Director of Marketing and Customer Experience, undertake other related marketing department duties and responsibilities as required.
- Deputise for the Marketing Manager as required.

Other

- Demonstrate an understanding of the Theatre's values, ethos and mission and to promote these through everyday practice in the role.
- Comply with all legislative, regulatory and policy requirements as appropriate.
- Comply with the Theatre's Financial Regulations and financial management procedures.
- Observe the policies, procedures and practices of Health & Safety in all aspects of the role.
- Demonstrate the value and importance of equality and diversity in every aspect of the Theatre's work, and show commitment through everyday practice in the role.
- Work in accordance with, and promote the Theatre's environmental sustainability policy and practices.
- Work continuously to improve individual knowledge, skills and behaviours for the current role and for the longer-term, undertaking training as required, gaining appropriate professional qualifications/accreditation and maintaining membership of appropriate professional bodies as appropriate.
- Participate in Theatre events including when these are held in the evenings, at weekends or otherwise outside of normal working hours. Have the ability and willingness to work not only during the weekday daytimes, but also, as required, at weekends and on Bank Holidays.
- Undertake such other duties as may reasonably be required from time to time.

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
SKILLS / ABILITIES	<ul style="list-style-type: none"> • Experience of marketing in a live entertainment environment. • Demonstrable experience of strategic, successful audience development activity. • Proven ability to build strong relationships with influencers, groups and networks. • Demonstrable project planning experience and evidence of high-level organisational ability. • Social media skills, including use of analytics. • The drive to exceed targets and work to deadlines • Commitment to delivering excellent customer service. • Ability to perform well as part of a team and take on a lead role in projects as required. • Ability to be flexible to business needs and work calmly and effectively under pressure. • Have a pro-active and positive approach to solving problems in a prompt and independent manner • Excellent attention to detail. 	
KNOWLEDGE	<ul style="list-style-type: none"> • Knowledge of Audience Finder, Audience Spectrum and / or other similar tools. • Knowledge of print production and direct mail processes 	

QUALIFICATIONS	<ul style="list-style-type: none"> • Educated to degree level. • High level of literacy, computer literacy and numeracy appropriate to the requirements of the Post • High level communication skills and an excellent manner when dealing with the public, stakeholders and industry colleagues • Excellent creative writing and proof reading skills 	
EXPERIENCE	<ul style="list-style-type: none"> • Experience of working with Web content management systems • Experience in Design and Adobe Photoshop. 	Experience of working with a Box Office ticketing system.
PERSONAL QUALITIES	<ul style="list-style-type: none"> • Good sense of humour. • A passion for live theatre and entertainment • Ambition and drive with the ability to learn quickly • Flexible attitude and willing to work to meet programming requirements, including evenings, weekends and Bank Holidays as required. • Willingness to undertake developmental opportunities. 	

How to apply

Application is by application form and covering letter explaining your reasons for applying and your suitability for the position.

Full job description and details <https://www.yvonne-arnaud.co.uk/our-venue/jobs>

Deadline: Thursday 18 August 2022

If you would like an informal conversation about this role, please contact Sally Anne Lowe, Director of Marketing & Customer Experience, on 01483 443921

Data Protection – If you apply for a job or work experience at the Yvonne Arnaud Theatre, we will need to collect certain personal data and special category data as part of your application. By providing information within your CV and covering letter, you are consenting to its use for the purpose of processing your application and assessing your suitability to the position applied for. If your application is unsuccessful, our policy is to delete/destroy the application six months after the closing date. If we feel that your details

would be useful to keep for a longer period, should an appropriate position arise in the future, we will seek your permission to maintain these records for longer than six months.

Notification – Whilst it is normally our policy to notify applicants as to the outcome of their application as soon as possible after the closing date, it is not always possible to do so. If you have not heard from us within four weeks of the closing date, please assume that your application has not been successful.