



The Kings Theatre Trust Ltd

Job Description

Job Title: Marketing Campaigns Officer	Reporting to: Head of Sales and Marketing
Name of Incumbent:	Signed by Employee:
	Date signed:

Purpose

To work in association with the Head of Sales and Marketing to initiate, plan, co-ordinate, monitor and report on the delivery of marketing plans for incoming shows to raise the profile of the theatre and maximise ticket sales and income.

Main responsibilities:

Marketing

- Be the lead contact with visiting companies/promoters/agents to agree and schedule marketing activity plans for allocated one night shows in music/comedy/cabaret etc.
- To implement, manage and report on your shows marketing budgets to Head of Sales and Marketing, and the finance team
- To work with the Digital Marketing Officer to ensure all website, social media and email messaging is up to date and relevant.
- To work with the PR/Marketing Office to ensure all messaging is correct and relevant in any PR material sent out.
- To work with the PR/Marketing Officer to ensure across all media and broadcast partners and oversee all outside marketing opportunities
- To work with the whole Marketing team on the production of the season brochure and all other print materials.
- To continually review all major costs (print, postage etc.) and source alternative suppliers as and when required, negotiating favourable rates.
- Liaise with promoters and suppliers to set up and deliver a schedule of promotions, including competitions as required.
- Work with the marketing team on understanding and developing audience initiatives.
- Ensure customer data is accurately and securely maintained within the CRM/Box Office system.
- Provide data selections for direct marketing & outdoor activity and prepare direct marketing materials for allocated shows
- Analyse online demographic and user information against marketing plans and produce reports as required for allocated shows
- To manage all show activity internally and ensure all shows have the maximum exposure within the building

- Undertake any other reasonable activity or responsibility as directed by line management.
- Work closely with internal departments to ensure the theatre is represented within brand.
- Represent the theatre at events as required.
- You are required to maintain an appropriate standard of confidentiality in regard to the venue and all associated businesses
- Undertake any other reasonable activity or responsibility as directed by line management.

This job description will be reviewed on a regular basis and will, in consultation with the post holder, be adjusted as necessary in line with the developing nature of the Kings Theatre's activities.

PERSONS SPECIFICATION		
Attainments	Essential	<ul style="list-style-type: none"> • Marketing Degree or experience in working in a marketing role for minimum 2 years • Excellent written and verbal communication skills • Experience in creating/managing marketing plans • Understanding of print/production and of booking advertising space • Understanding of digital marketing channels •
Special Aptitudes / Knowledge	Essential	<ul style="list-style-type: none"> • Good written, spoken and numeracy skills • Good knowledge of Microsoft Office Software • Understanding of Email Marketing Systems.
	Desirable	<ul style="list-style-type: none"> • Experience of liaising with promoters/entertainment clients • Experience in a box office or CRM system • Ability to prioritise and work on a number of projects simultaneously • WordPress or similar experience/html
Interests	Desirable	<ul style="list-style-type: none"> • Good knowledge of Theatre & the Arts
Disposition	Essential	<ul style="list-style-type: none"> • Ability to confidently work with minimal supervision • Friendly outgoing personality • Capable of working under pressure • Ability to use own initiative • Sense of humour