



Job Description

Job Title:	Deputy Marketing Manager
Hours:	40 hours per week 10am – 7pm (Occasional evening / weekend work required)
Salary Band:	£22,000 - £27,000 per annum
Reports To:	Marketing & Sales Manager
Location:	Theatre Royal Windsor With occasional site visits to The Other Palace

Main Purpose

Theatre Royal Windsor is looking for a motivated and enthusiastic Deputy Marketing Manager to join the team to lead on audience development, maximising sales and building the brand of Theatre Royal Windsor (TRW) and sister venue The Other Palace (TOP). The key elements of the roles include:

- Work with the Marketing & Sales Manager on the audience development strategy, focusing on utilising Box Office data and customer demographics to target and build new audiences alongside cross-pollenating existing customer segments.
- To liaise with visiting Producers and assist with the management of the marketing and PR campaigns for all in-house productions and visiting shows / events to secure maximum media coverage and drive ticket sales.
- To work with the Marketing & Sales Manager to meet and exceed targets both for Box Office revenue and audience development.
- Keeping calm and focused in a busy and fast-changing environment.

General Information

Theatre Royal Windsor and The Other Palace are operated as part of Bill Kenwright Ltd. One of the largest commercial theatre producers in the UK.

Theatre Royal Windsor is an exciting and thriving regional theatre and is proud to be the only unsubsidised producing theatre to operate all year round in Britain. The theatre produces and opens a large number of Bill Kenwright touring productions, in addition to its own in-house productions and the annual pantomime. The theatre hosts a busy programme of shows and events focusing on drama and musicals, supported with live music comedy and dance. The auditorium seats 631 and the building is Grade-II listed.

The Other Palace is a lively, friendly, and inventive venue in London Victoria, featuring a 312-seat main theatre and a 120-seat studio theatre. The venue is a place where the next generation of theatre-makers are encouraged, supported, and celebrated. In October 2021 The Other Palace was acquired by Bill Kenwright Ltd.

We are keen to ensure that we actively engage with all residents and visitors to the area and is developing a new outreach and education programme and more diverse offer at the theatre.

The business plan aims to position the theatre as a key cultural hub that aims to meet its vision statement:

“To provide a first-class regional theatre that is recognised nationally, that produces and presents a core programme of drama and theatre for all residents and visitors to the Windsor

area. Acting as a key cultural hub, encouraging participation and engagement with performing arts and supporting the development of staff, artists and audiences.”

Responsibilities Include:

Audience Development & Data Analysis

1. Assist and provide support on the creation and implementation of a robust audience development strategies built upon data analysis from both Spektrix and wider local area information.
2. Tracking and analysing data of website / booking referrals from social media activity (paid and organic), search engines, PR activity etc. Developing the online customer booking journey and improving SEO.
3. Maintain and monitor analysis of current and historic sales performance. Analyse and monitor the return on investment of key regular marketing activities including seasonal brochures, external advertising, e-shots, and direct mails etc.
4. Action the DotDigital integrated email marketing strategies for TRW and TOP with support from the Marketing Assistant to maximise ROI of mailing lists, including increasing the number of newsletter subscribers, analysing engagement and interaction.
5. Assist the Marketing & Sales Manager in improving data capture and ensuring available data is being utilised to its fullest in Spektrix with regards to audience segmentation (including customer lists/grouping, customer tags etc.) and is being expressed in accessible ways in reporting.

Show Marketing

6. Day-to-day lead contact for visiting producers and promoters in assisting with the creation of and actioning marketing campaigns which are tailored to each production and its target audiences, including answering queries, requesting content.
7. Briefing artwork for Front of House displays for both TRW and TOP and liaising with printers to order and install.
8. Assisting with the creation and primary activity on all marketing and PR channels for TRW and TOP, including outdoor and print, tabloid, radio, TV, social media and digital channels. This will include acting as a contact for media and PR enquiries (or working alongside external support organisations when engaged on projects).

Venue Marketing & Brand Awareness and Upkeep

9. To provide support and assistance in the creation and production of TRW's regular season brochures alongside the Marketing & Sales Manager including collation of content, sending page proofs for approval of visiting producers, and copywriting where required.
10. Manage and archive all photographic content and artwork, contributing towards the significant theatre archive.
11. Ensure timely distribution of all print media, both within the building and externally, to ensure regular and smooth changing of posters, adverts, exit flyers, ticket inserts etc.
12. Lead on the upkeep of the websites and all online presence held by TRW and TOP and any other associated organisations as required.

13. Any other duties appropriate to the post and under the Equalities Act with due consideration to any employees with a “protected characteristic” and within the framework of equal opportunities.

PERSON SPECIFICATION

Position Title:	Deputy Marketing Manager	Date Prepared:	11/11/2021
Department:	Marketing		

AF= Application Form	I = Interview	T= Test
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	REQUIREMENTS	Essential	Desirable	Assessed
1.	EXPERIENCE AND KNOWLEDGE			
1.1	Experience of working in a marketing officer / assistant position in a regional theatre of live performance venue	✓		AF/I
1.2	Experience of assisting on the delivery of large-scale marketing & promotional campaigns		✓	AF/I
1.3	Up to date knowledge of Box Office and CRM systems (e.g. Spektrix)		✓	AF/I
1.4	Demonstrable experience managing digital channels including website management, paid social media advertising, Google Analytics / Adwords / Tag Manager and tracking and analysing conversion rates / ROI	✓		AF/T/I
1.5	Experience of implementing audience development strategies	✓		AF/T/I
1.6	Basic experience of brochure design and distribution campaigns		✓	AF/I
1.7	Experience of liaison and relationship management with press and public relation activities		✓	AF/I
1.8	Experience of liaison and relationship management with external producers, marketing and PR companies	✓		AF/I
1.9	Excellent tact and skill in dealing with suppliers and external companies with experience of handling complaints and enquiries	✓		AF/T/I
1.10	Experience of general administration duties in an office environment	✓		I
1.11	Experience of budgeting and cost tracking		✓	AF/T/I
1.12	The ability to multitask in a busy environment and excellent Microsoft office skills	✓		AF/T/I
2.	COMPETENCIES			
	WORKING WITH PEOPLE			
2.1	a. Demonstrates an interest in and understanding of others b. Adapts to the team and builds team spirit c. Able to follow instructions accurately d. Listens, consults others and communicates proactively e. Supports and cares for others f. Develops and openly communicates self-insight such as an awareness of own strengths and weaknesses	✓		AF/T/I
	RELATING AND NETWORKING			
2.3	a. Establishes good relationships with customers and staff b. Builds wide and effective networks of contacts inside and outside the	✓		AF/T/I

	REQUIREMENTS	Essential	Desirable	Assessed
	<p>organisation</p> <p>c. Relates well to people at all levels</p> <p>d. Manages conflict</p> <p>e. Uses humour appropriately to enhance relationships with others</p>			
2.4	<p>ANALYSING</p> <p>a. Analyses numerical data, verbal data and all other sources of information</p> <p>b. Breaks information into component parts, patterns and relationships</p> <p>c. Probes for further information or greater understanding of a problem</p> <p>d. Makes rational judgements from the available information and analysis</p> <p>e. Produces workable solutions to a range of problems</p> <p>f. Demonstrates an understanding of how one issue may be a part of a much larger system.</p>	✓		AF/T/I
2.5	<p>DELIVERING RESULTS AND MEETING CUSTOMER EXPECTATIONS</p> <p>a. Focuses on customer needs and satisfaction</p> <p>b. Sets high standards for quality and quantity</p> <p>c. Monitors and maintains quality and productivity</p> <p>d. Works in a systematic, methodical and orderly way</p> <p>e. Consistently achieves project goals</p>	✓		AF/T/I
2.6	<p>ENTREPRENEURIAL AND COMMERCIAL THINKING</p> <p>a. Keeps up to date with competitor information and market trends</p> <p>b. Identifies business opportunities for the organisation</p> <p>c. Demonstrates financial awareness</p> <p>d. Controls costs and thinks in terms of profit, loss and added value</p>	✓		AF/T/I
3	EDUCATION AND TRAINING			
3.1	A minimum of 5 GCSE grade A*-C passes, including in English and Mathematics.	✓		AF
3.2	A Degree level (or equivalent) qualification in English, Drama, Media studies or marketing / public relations	✓		AF
3.3	Experience of using Photoshop or InDesign software		✓	AF