



## **Job Description**

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

### **Main Purpose**

Theatre Royal Windsor is looking for a motivated and enthusiastic Marketing Campaign Manager to join the team to create, deliver and support marketing campaigns for productions at Theatre Royal Windsor (TRW) and sister venue The Other Palace (TOP). The key elements of the roles include:

- Creating and delivering marketing and PR campaigns for all in-house productions and visiting shows / events to drive ticket sales secure and maximum media coverage.
- Delivering all elements of campaigns with support from the Marketing Assistant and overseen by the Marketing & Sales Manager.

### **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:**

1. Leading on 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 (including integrated email marketing). This will include acting as a contact for media and PR enquiries (or working alongside external support organisations when engaged on projects).
2. Monitoring results from campaign activity to inform future strategy.
3. Liaising with visiting Producers and in-house stakeholders in building the most effective and impactful marketing campaigns.
4. Briefing and liaising with Graphic Designers and other Suppliers on the creation and delivery of assets (including show artwork, print, digital etc). Booking media for campaigns and negotiating spend to ensure campaigns are delivered within budget.
5. Working 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-pollinating existing customer segments.
6. Maintaining a high standard of quality ensuring thorough proofing of assets / copy.
7. Deputising for the Marketing & Sales Manager as required.
8. 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**

<b>Position Title:</b>	<b>Marketing Campaign Manager</b>	<b>Date Prepared:</b>	<b>04/02/2022</b>
<b>Department:</b>	<b>Marketing</b>		

<b>AF= Application Form</b>	<b>I = Interview</b>	<b>T= Test</b>
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	<b>REQUIREMENTS</b>	<b>Essential</b>	<b>Desirable</b>	<b>Assessed</b>
<b>1.</b>	<b>EXPERIENCE AND KNOWLEDGE</b>			
1.1	Experience of working in a marketing officer / assistant position	✓		<b>AF/I</b>
1.2	Experience of assisting on the delivery of large-scale marketing and promotional campaigns	✓		<b>AF/I</b>
1.3	Up to date knowledge of Box Office and CRM systems (e.g. Spektrix)		✓	<b>AF/I</b>
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		✓	<b>AF/T/I</b>
1.5	Experience of implementing audience development strategies		✓	<b>AF/T/I</b>
1.6	Basic experience of brochure design and distribution campaigns		✓	<b>AF/I</b>
1.7	Experience of liaison and relationship management with press and public relation activities		✓	<b>AF/I</b>
1.8	Experience of liaison and relationship management with external producers, marketing and PR companies		✓	<b>AF/I</b>
1.9	Excellent tact and skill in dealing with suppliers and external companies with experience of handling complaints and enquiries	✓		<b>AF/T/I</b>
1.10	Experience of general administration duties in an office environment	✓		<b>I</b>
1.11	Experience of budgeting and cost tracking	✓		<b>AF/T/I</b>
1.12	The ability to multitask in a busy environment and excellent Microsoft office skills	✓		<b>AF/T/I</b>
<b>2.</b>	<b>COMPETENCIES</b>			
	<b>WORKING WITH PEOPLE</b>			
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	✓		<b>AF/T/I</b>
	<b>RELATING AND NETWORKING</b>			
2.3	a. Establishes good relationships with customers and staff b. Builds wide and effective networks of contacts inside and outside the organisation c. Relates well to people at all levels d. Manages conflict e. Uses humour appropriately to enhance relationships with others	✓		<b>AF/T/I</b>

	REQUIREMENTS	Essential	Desirable	Assessed
2.4	<b>ANALYSING</b> a. Analyses numerical data, verbal data and all other sources of information b. Breaks information into component parts, patterns and relationships c. Probes for further information or greater understanding of a problem d. Makes rational judgements from the available information and analysis e. Produces workable solutions to a range of problems f. Demonstrates an understanding of how one issue may be a part of a much larger system.		✓	AF/T/I
2.5	<b>DELIVERING RESULTS AND MEETING CUSTOMER EXPECTATIONS</b> a. Focuses on customer needs and satisfaction b. Sets high standards for quality and quantity c. Monitors and maintains quality and productivity d. Works in a systematic, methodical and orderly way e. Consistently achieves project goals	✓		AF/T/I
2.6	<b>ENTREPRENEURIAL AND COMMERCIAL THINKING</b> a. Keeps up to date with competitor information and market trends b. Identifies business opportunities for the organisation c. Demonstrates financial awareness d. Controls costs and thinks in terms of profit, loss and added value	✓		AF/T/I
3	<b>EDUCATION AND TRAINING</b>			
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