

Job Description

Job Title:	Marketing manager
Hours:	40 hours per week
Salary Band:	£30,000 - £36,000 per annum
Reports To:	Theatre Director / Head of Venues
Responsible For:	Marketing Assistant
Location:	Theatre Royal Windsor

Main Purpose

Theatre Royal Windsor is seeking a motivated and enthusiastic marketing manager to join the senior management team to lead on devising and deploying marketing campaigns for both in house and visiting productions, audience development and building the brand of Theatre Royal Windsor. The key elements of the role include:

- Creating and deploying marketing strategies for in-house and visiting productions to maximise ROAS and reach new audiences, alongside cross-pollinating existing customer segments.
- Champion the TRW brand, setting a clear direction for social, digital, and traditional advertising channels.
- Developing a strong working relationship with all other departments and senior managers, supporting events, projects and programmes in other departments and as a senior manager, contributing to the delivery and implementation of the business plan.
- Leading on the audience development strategy, focusing on utilizing box office data and customer demographics to target and build new audiences alongside cross-pollinating existing customer segments.
- Line managing the Marketing Assistant.

General Information

Theatre Royal Windsor is an exciting and thriving regional theatre and is proud to be the only unsubsidized producing theatre to operate all year round in Britain. 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 633 and the building is grade 2 listed.

Theatre Royal Windsor is operated as part of the Bill Kenwright Group, one of the largest commercial theatre producers in the UK, alongside its sister venue The Other Palace, London. 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.

Theatre Royal Windsor is 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.”

To apply please send your up-to-date CV and a cover letter outlining why you are suitable for the role by email to Anne-Marie.Woodley@theatreroyalwindsor.co.uk

If you have any questions or would like more information about the role, please contact Anne-Marie Woodley on 01753 863444 or by email as above.

Responsibilities Include:

1. Leading on the creation and delivery of marketing, including outdoor and print, tabloid, radio, TV, social media and digital channels. This will include liaising with external Media Buyers to support TRW's OOH and Print campaigns and working with freelance designers to brief artwork, including layouts for print and online.
2. Devise and deliver great digital spending across socials and PPC – maintaining best practice and reporting to both the Theatre Director and visiting companies on the success and efficacy of digital campaigns.
3. Work closely with the head office communications and marketing team to ensure a cohesive and effective working relationship, assisting on devising and delivering marketing campaigns for UK Tours / West End transfers where appropriate.
4. Liaising with visiting producers and promoters to create and manage marketing campaigns which are tailored to each production and its target audiences.
5. Working alongside the other senior managers to promote and implement an exceptional customer service experience and to execute approaches to maximize audience cross-pollination.
6. Developing a strong working relationship with all other departments and senior managers, supporting events, projects and programmes in other departments and as a senior manager, contributing to the delivery and implementation of the business plan.
7. Manage the production of in-house production show programmes, working with administration and technical teams to ensure all information is correct, and liaising with external printers to produce programmes in a timely manner.
8. Participating, contributing, and liaising with members of staff and agencies regarding copywriting, direct mail, email campaigns, proof-reading, production photography, video content, front of house displays/activities, distribution and other work carried out by the department as appropriate.
9. To manage and lead on the implementation and development of suitable audience feedback channels (including surveys, focus groups etc).
10. Promote the Theatre Membership scheme alongside the Development Manager and other Loyalty schemes to increase engagement and loyalty to the theatre.
11. Lead on the creation and implementation of a robust audience development strategy built upon data analysis from both Spektrix and wider local area information working alongside the Box Office Manager to enable analysis of customer behaviour, including best methods of contact and cross-selling, to create appropriate customer mailing lists to effectively segment and target audiences in our CRM database.
12. Champion awareness within the team of our successes, awards, reviews and PR coverage to ensure all departments (especially customer-facing) are fully informed.
13. Maintain and monitor analysis of current and historic sales performance. Analyse and monitor the return on investment of key regular marketing activity including seasonal brochures, external advertising, e-shots and direct mails etc.

14. Undertake monthly budget and performance reporting ensuring accurate and suitable budget monitoring at all times.
15. Work with the senior management team to promote and drive ancillary sales, packages, offers and deals to increase secondary spend and build awareness of other secondary theatre activities.
16. Line manage the Marketing Assistant, providing one-to-one coaching, training, and support where appropriate.
17. Manage and archive all photographic content and artwork, contributing towards the significant theatre archive.
18. To be responsible for the creation and production of the venues regular season brochures alongside The Theatre Directors including leading on the design brief, sign-off, printing and distribution.
19. 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, utilizing Box Office & Sales Staff where possible.
20. Preparation of weekly information for management meetings as needed.
21. Lead on the refurbishment, maintenance and upkeep of the website and all online presence, working with the Marketing Assistant to ensure a strong, consistent social and digital presence.
22. 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.
23. As a direct manager you will ensure that all hazards are identified and managed to an acceptable level, ensuring all relevant documentation is also completed. You will also demonstrate you are committed to Health & Safety by leading by example.
24. Lead on creating a culture of pride in the workplace by ensuring clean and well-presented public and office spaces within the building at all times.

PERSON SPECIFICATION

Position Title:	Marketing Manager	Date Prepared:	08/08/2024
Department:	Marketing		

AF= Application Form	I = Interview	T= Test
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	REQUIREMENTS	Essential	Desirable	Assessed
1.	EXPERIENCE AND KNOWLEDGE			
1.1	Demonstrable experience of working in a marketing manager or marketing officer position in a regional theatre of live performance venue including the management and appraisals of reporting staff.	✓		AF/ I
1.2	Experience of successfully managing/supervising a delivery of large-scale marketing & promotional campaigns and budgets for theatre productions	✓		AF/ I
1.3	Up to date knowledge of box office and CRM systems. (e.g. Spektrix)	✓		AF/ I
1.4	Well-developed knowledge of brochure design and distribution campaigns.	✓		AF/ I
1.5	Experience of liaison and relationship management with press and public relation activities	✓		AF/ I
1.6	Experience of delivering sales campaigns and managing staff	✓		AF/ I
1.7	Working knowledge of Adobe Photoshop or similar graphic design software.		✓	AF/ T/I
1.8	Strong understanding of online and digital channels, social media campaigns and conversion / ROI tracking		✓	AF/ T/I
1.9	Experience of leading and implementing audience development strategies.		✓	AF/ T/I
1.10	Excellent tact and skill in dealing with suppliers and external companies with experience of handling complaints and enquiries.	✓		AF/ T/I
1.11	Experience of general administration duties in an office environment	✓		I
1.12	Demonstrable experience of budgeting and cost analysis	✓		AF/ T/I
1.13	The ability to multi task in a busy environment and excellent Microsoft office skills	✓		AF/ T/I
1.14	Experience of liaison and relationship management with external producers, marketing and PR companies	✓		AF/ I
1.15	Working knowledge of setting up PPC / Social campaigns, including audience targeting	✓		AF/ I
2.	COMPETENCIES			
	LEADING AND SUPERVISING			
2.1	a. Provides others with a clear direction b. Sets appropriate standards of behaviour c. Delegates work appropriately and fairly d. Motivates and empowers others e. Provides staff with development opportunities and coaching f. Recruits staff of a high calibre	✓		AF/ T/I

	REQUIREMENTS	Essential	Desirable	Assessed
2.2	WORKING WITH PEOPLE a. Demonstrates an interest in and understanding of others b. Adapts to the team and builds team spirit c. Recognises and rewards the contribution of others 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
2.3	RELATING AND NETWORKING 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	✓		AF/ T/I
2.4	ANALYSING 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	DELIVERING RESULTS AND MEETING CUSTOMER EXPECTATIONS 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	ENTREPRENEURIAL AND COMMERCIAL THINKING 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	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, Media studies or marketing / public relations		✓	AF
3.3	Experience of using Photoshop or InDesign software		✓	AF
3.4	First Aid at Work qualification		✓	AF

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