

JOB DESCRIPTION

Job Title:	Marketing & Press Officer
Responsible To:	Marketing & Press Manager
Place of Work:	Key Theatre & New Theatre, Peterborough
Hours of Work:	40 hours a week, including some evenings and weekends.
Salary:	£23,500 per annum
Contract:	Permanent Contract
Pension:	Company Pension Scheme available
Probation:	6 months with 3 months' notice
Start Date:	October 2022

About Selladoor Venues:

Selladoor Venues are a group of exceptional regional venues with a shared mission of developing local talent, presenting first class work, producing work of national and international importance – and being a theatre for everyone within their communities. The venue group comprises the Queen Theatre, Barnstaple (650 seats), Landmark Theatre, Ilfracombe (450 seats), the New Theatre Peterborough (1,100 seats) and the Key Theatre Peterborough (112 & 360 seats) . The group has ambitions of growing and federating more buildings with a similar approach and ethos – and is putting together a team of strong-minded leaders to build a business of excellence in venue management with a firm eye on growth and development.

The business will be transitioning to a charitable company (Landmark Theatres Ltd) and building on its foundations of presenting top quality theatre to its local audiences. The company has strong foundations in generating income as commercially driven businesses, driving trade and strong attendance. But newly found relationships with key stakeholders such as the Arts Council England have broadened the companies' ambitions against their Let's Create Strategy – and the business now has a strong need and argument for regular public subsidy.

Selladoor Venues is committed to being a diverse and inclusive organisation and we are keen to make our workforce more representative of different backgrounds and experiences of the communities we serve. We work to remove barriers and pride ourselves on giving opportunities to people of all walks of life and all class backgrounds. We welcome applications from people who are under-represented in our organisation. These include those who identify as LGBTQIA+, D/Ddeaf, and disabled, those who are early in their careers or come from groups who experience racial inequality.

We are committed to protecting the privacy and security of your personal information. If you would like to see a copy of our privacy notice please write to Karen.harding@selladoorvenues.com

Selladoor Venues is committed to safeguarding the welfare of participants and partners. Applicants will be asked about any previous convictions, cautions, reprimands, including those that are considered 'spent' as defined by the Rehabilitation Offenders Act 1974 (Exceptions) Order 1975 (Amended 2013).

About the Role

To work with the Marketing & Press Manager to execute the highest standard in marketing and communications campaigns for Selladoor Venues, designed to grow and retain audiences while maximising sales and income. To oversee and implement the use of electronic media to promote shows, grow audience and raise awareness of the theatres.

Key Responsibilities:

The following section is intended to list the key competencies and responsibilities of the role but is not intended to be exhaustive. It is anticipated that additional responsibilities will develop over time, and that the scope of the role may be expanded by agreement with the Marketing & Press Manager.

Marketing Campaigns

- Participate in creative campaign planning session with the marketing team.
- Undertake research on current and future trends in order to help inform campaign strategy.
- Devising and writing effective, accurate and creative copy for a variety of promotional materials, including Selladoor Venues website and social media.
- Producing and proofing print and publicity materials in consultation with external designers and printers.
- Co-ordinating direct mail and advertising bookings and activity.
- Liaising with touring company marketing teams and other relevant partners, to help deliver marketing plans and campaigns.

Digital and Email Marketing

- Developing digital and paid social campaign to target specific audiences.
- Look after the day to day upkeep of the North Devon Theatres website ensuring all production or event – specific information is up to date and accurate.
- Support with SEO, Content development and user testing etc of website activities.

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- Help create, manage, develop and evaluate social media content and campaigns .
- Plan schedule and write communications for different audience types (such as young audiences, local audience's etc).
- Coordinate pre and post visit emails to ticket buyers.
- Collect audience surveys and help write report to inform future strategic planning.
- Lead on scheduling and monitoring social media post across our channels.
- Monitor social media posts, commenting, liking and sharing relevant content.
- Maintain the profile pages of our key social media sites to make sure that images, content and information are up to date.
- Contribute to the evaluation of social media campaigns.
- On occasions be responsible for live posting at out of hours events.
- Maintain listing across a variety of digital and print titles e.g trip advisor/google.
- Sourcing and capturing content relating to different strands of the organisation for output through social media channels.
- Maintaining and growing the audience of all theatre social media pages.

General

- Assist the Marketing Manager and Head of Content with preparation and facilitation of press nights.
- Attend regular team and inter departmental meetings.
- Proof reading and ensuring accuracy of all marketing communications.
- General administration and any other reasonable duties required by any member of the marketing team.
- Utilise the CRM system to collate and analyse data.
- Maintain front of house electronic displays and monitor and record levels of print in-house.
- Reporting on all aspects of the campaign delivery, including sales and audience figures and digital analytics.
- Brief designers.
- Arrange and attend press nights and act as an ambassador for the Theatre.
- Deal with incoming enquiries and correspondence as required.
- Champion and advocate for Landmark Theatre's Vision and values.
- Actively ensure equality, diversity and inclusion is part of Landmark's culture.

Person Specification**Essential**

- Excellent organisational skills, with an ability to prioritise and work well under pressure.
- Attention to detail, with the ability to work accurately and quickly without supervision.
- Creative, with a positive, 'can do' attitude.
- Strong communication and interpersonal skills, and an ability to work well as part of a team (both within the marketing team and the organisation as a whole).
- Knowledge of, and experience in, using a range of social media channels.
- Strong IT skills.

Desirable

- A Higher Education qualification in marketing/communications or equivalent.
- Some experience of arts marketing or working within an arts organisation.
- Own Transport.

The job description for this position may be reviewed and amended to incorporate the future needs of the department and organisation. This job description is intended as a guide to the nature of the work required of this position. It is neither wholly comprehensive nor restrictive and is subject to review.

To apply please send a completed application form (we do not accept CVs) with Marketing and Press Manager in the subject line to jobs@selladoorvenues.com

Application form and job description can be found at [Selladoor Venues jobs page](#)

The closing date for applications is Midday on Wednesday 21st September 2022. Interviews will take place on either in-person or via video conferencing w.c 26th September 2022.