

Job Title:	Marketing Manager
Responsible to:	Operations Director
Responsible for:	Audience Development and Box Office team
Rate of pay:	£25,000 - £27,000 pa depending on experience 37.5 hours per week (flexible due to the nature of NTR's business)
Effective date of job description:	July 2015

Purpose of the Job:
Implement effective marketing and PR strategies and campaigns to promote the New Theatre Royal (NTR) programme and activities. Create, plan and drive audience development objectives and related strategies that meet the needs of existing and potential audiences. Manage, coach and provide leadership to audience development and box office team. Ensure NTR brand is represented appropriately in all areas of activity. In addition to the primary focus of events, support the marketing of the wider NTR offer.

Key Responsibilities:
<p>Duties and Responsibilities:</p> <p>Audience Development</p> <ul style="list-style-type: none"> • In conjunction with NTR 5-year business plan KPI's, develop and implement a highly effective audience development and engagement strategy and action plan. • Lead the marketing and promotion of NTR using traditional and social media in order to inspire and engage the identified key target audiences in accordance with the audience development and engagement strategy and action plan. • Develop and promote marketing campaigns to target new user groups to maximize appeal and revenue. • Attend Arts Council England and audience development meetings as required. • Accountable for the delivery of the actions set out in the Heritage Lottery Fund activity plan and prompt delivery of the evaluation report. • Work with Creative Learning and Creative Lab team to maximize the reach of the NTR offer, locally, regionally and nationally. <p>Sales, Marketing & PR</p> <ul style="list-style-type: none"> • Develop and implement marketing and PR campaigns for concerts and hires in both the Main House and Minghella Studio. This includes investing in formative research, developing and implementing a plan including the generation of content marketing, paid media, e-communications, digital marketing, social and third party promotions. The campaigns need to drive ticket sales and also support all other NTR related offers including the creative learning programme, the related merchandise, catering and up sell of Friends memberships. • Generate regular sales reports against marketing plans to demonstrate return on investment against activities, key findings, learnings and recommendations. Produce a comprehensive final campaign report to be circulated at steering group debriefs and to sponsors. • A brand ambassador for NTR. • Manage and oversee events that support marketing promotions / partnerships generated for the campaign. • Establish and maintain successful relationships with media agencies, ensure best value for money and report on effectiveness of the media to help guide on future campaigns.

- Work with Operations Director to ensure a CRM approach is taken with marketing campaigns and email marketing activity is fully integrated into campaigns.
- Plan, organise and manage opening night and press events.

Brochures and Print

- Manage the Season Brochure process from design brief to distribution.

Box Office

- Oversee the box office operation. Promote and implement an exceptional customer service approach and execute approaches to maximize audience development and ticket sales.
- Manage and promote the Friends of the Theatre and Loyalty schemes to enhance audience development and increase engagement with the theatre.

Social Media and Website

- Develop, manage and update the website as required.
- Develop, manage and implement a content and social media plan and to ensure all online activities are fully-integrated in campaigns.

Staff Management

- Line manage, coach and provide leadership for the audience development and box office team, ensuring an innovative and 'can do' work culture.

Financial

- Contribute to the annual budget forecast and preparation process; monitor specific budgets and expenditure throughout the year and report to Operations Director on a regular basis.

General

- Make sure that Health and Safety policies, procedures and regulations are known, understood and complied with by yourself, your team, contractors, suppliers and all others who work with the team.
- Undertake any other duties as required by the Operations Director and CEO.

PERSON SPECIFICATION E – Essential D – Desirable

1.	Specific Knowledge & Experience	Rating
	Able to devise and implement marketing strategies using the full marketing mix	E
	Strong knowledge of digital marketing	E
	Data driven and have a numerate approach with the ability to gather and present information compile reports and make recommendations.	E
	Must have experience of analysing data and using data to refine marketing and sales techniques.	E
	Excellent interpersonal skills to build close working relationships with colleagues and external agencies and suppliers.	E
	Strong experience of working with design and media agencies; briefing, providing constructive feedback, and getting the best out of them.	E
	First class project manager, able to set the necessary plans and framework in place, implement and see the project through to completion on time and within budget.	E
	Managing a team, agree task allocations, priorities and workload; provide advice to the team on problems encountered, and review individuals' performance. Collaborative approach, able to get the best out of team members.	E
	CIM qualifications	E
	Educated to degree level	D
	Ideally 5 years plus, in marketing and sales functions	D
	Good understanding of devising market-led ticketing strategies using online (including social) and offline ticketing platforms working with the internal box office team and external ticketing partners.	D
	Minimum two years' experience in managing a small team.	D
2.	Skills & Abilities	
	A creative thinker, strong at initiating new ideas and concepts.	E
	First class communicator; strong written and oral communications.	E
	A flexible and energetic approach to work to achieve agreed deadlines within tight schedules.	E
	Ability to work quickly and professionally at busy times.	E
	A key team player with the aptitude to work on their own.	E
	Experience of budget monitoring and contributing to financial forecasting.	E
	Excellent computer literacy and a good working knowledge of Microsoft office systems, including word, excel, PowerPoint and publisher.	E
	Ability to analyse issues and a identify solution.	E
	Good working knowledge of WordPress website package.	E
	Knowledge of Illustrator package.	D
	Knowledge of Savoy Ticketing or other box office ticketing systems.	D
	Experience in the theatre, events or creative industries preferred.	D