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**MARKETING CAMPAIGNS AND INSIGHT OFFICER**

Responsible to: Head of Marketing & Communications

Responsible for: N/A

Place of work: Coliseum Theatre and other venues as required

Pension: You will be auto-enrolled into a workplace pension scheme operated by NOW Pensions at the statutory level (these contributions are postponed during the probationary period but there is an option for you to “opt in” at this stage if you chose to do so). Alternatively on completion of your probationary period you will be entitled to become a member of the contributory group stakeholder pension scheme. Full details regarding both schemes are available from the Head of Finance.

Holidays: 20 days (pro rata) per year rising to 22 (pro rata) after three years’

service and 25 (pro rata) after five years of service plus public holidays.

Benefits: Pension, discounted healthcare, childcare vouchers, travel loans,

discounted gym membership, complimentary tickets, plus more.

Hours of work: An average of 39 hours per week to be worked flexibly (including evenings and weekend).

Due to the nature of the post some evening and weekend work will be required. To compensate for this the Coliseum operates flexible working and time off in lieu.

Salary: £20,412.

Notice period: The post will have a three month probationary period. After the probationary period the post is subject to one month’s notice on either side.

**OLDHAM COLISEUM THEATRE**

**MARKETING CAMPAIGNS AND INSIGHT OFFICER**

**Job Description**

## Core purpose

To actively support the delivery of the vision, mission, goals and values set out in the Coliseum business plan.

To play an integral role in the development and implementation of marketing campaigns to achieve sales targets and increase audience growth, engagement and loyalty.

## Main Duties and Responsibilities

**Marketing & Campaigns**

* Create and plan effective campaigns ensuring they are executed on time and on budget
* Undertaking all aspects of campaign activity across all marketing channels
* Develop, maintain and monitor the Coliseum’s social media accounts
* Manage the delivery of direct marketing, particularly direct mail and email marketing, ensuring strategic targeting and analysis
* Be responsible for the Coliseum’s website, ensuring the highest level of accuracy, accessibility and customer experience
* Commission marketing resources, liaising with designers and suppliers
* Liaise with partner organisations to build positive relationships
* Ensure all marketing campaigns and materials comply with the Coliseum’s brand identity
* Maintain Front of House displays and information

**Insight**

* Work with the Box Office Team to monitor the return-on-investment of marketing campaigns and activity through the use of Patronbase ticketing system
* Monitor and report on sales patterns providing analysis and making recommendations as appropriate
* Assess the Coliseum’s website performance using Google Analytics and make appropriate recommendations for development
* Conduct research into audience behaviour, particularly supporting in the Audience Finder and Quality Metrics research programmes, alongside in-house research

**General**

* Deputise for the Head of Marketing & Communications as required
* Maintain departmental administrative systems, particularly financial records
* Undertake any relevant training and development as may be appropriate to the post;
* Advocate and represent the Coliseum both in and out of the building in an informed and articulate manner;
* Develop a thorough understanding of the Coliseum’s programme
* Maintain the confidentiality of all affairs of the Company that should properly remain confidential;
* Attend internal and external meetings as required;
* Communicate with all customers, external agencies and users in a professional and effective way;
* Promote and comply with all the Coliseum’s policies including, but not limited to equal opportunities, safeguarding, health and safety, environmental and customer care;
* work in a spirit of co-operation with all other Coliseum departments providing support, advice and delivering appropriate marketing solutions;
* Advise the Head of Marketing & Communications, at the earliest opportunity, of any difficulty in carrying out expected duties;
* Undertake any other duties as are reasonably requested by the theatre management.