

Marketing Manager Job Description

About Oldham Coliseum Theatre

Oldham Coliseum Theatre provides distinctive and high-quality theatre performance and participatory activities, inspiring individuals and communities and making meaningful contributions to social and cultural regeneration in Oldham, Greater Manchester and nationally. Fostering a culture of aspiration, the theatre delivers a wide range of life-changing cultural experience, emphasising and promoting collaboration, sustainability and community cohesion.

Following the closure of the original building on Fairbottom Street on 31 March 2023, Oldham Coliseum Theatre is currently focused on delivering a cultural programme across the borough and working with Oldham Council on their plans for a new theatre opening in 2026.

The new building will be part of Oldham's Cultural Quarter and will provide a more modern, accessible venue for performers, participants in our engagement programme and audiences from Oldham and beyond.

Purpose

Oldham Coliseum Theatre is looking for a creative, strategic and audience-focused Marketing Manager to lead the theatre's marketing and press strategies. You will have proven marketing experience, a passion for the audiences present in our town, and be a big advocate for the company's work.

For this role, we are open to a discussion about the hours and amount of time spent in the office that will be required, up to a maximum budget of £35,000 p/annum + pension contribution.

How to apply

If you're interested in this opportunity, we'd love to hear from you. Please send the following to info@coliseum.org.uk

- An up-to-date copy of your CV
- One side of A4 paper or a 3-minute video, which explains your interest in the role and how you meet the requirements of the person specification
- The names and contact details of two referees whom we can contact should you be successful
- A completed equal opportunities monitoring form: <https://forms.gle/YW2Ft6cd2pnay942A>

Deadline for completed applications: Friday 29 March 11.59pm

If you need support or reasonable adjustments with this process, or have any questions, please email info@coliseum.org.uk

We want to create a community where everyone feels valued regardless of their background, identity, or circumstances. We are committed to equality and diversity within our workforce and particularly encourage those from under-represented backgrounds to apply.

Job Description

Responsible to: Interim Chief Executive

Working closely with: Relevant freelance staff

Main Duties and Responsibilities

Marketing

- Devise and deliver the overall marketing and press strategies for the theatre, setting targets and timelines for delivery
- Devise and implement marketing campaigns for Coliseum shows along with other activities – including community and development events
- Conduct detailed sales analysis and use data insights to plan and evaluate marketing campaigns
- Maximise income from the productions; setting and taking responsibility for annual revenue targets
- Maximise the reach of the Coliseum's work to further diversify our audiences
- Effectively manage and brief partner freelancers and/or agencies
- Drive the continuing evolution of the Coliseum brand, to best reflect and articulate the theatre's mission and programme

Press and Communications

- Integrate and align with wider marketing communications to all stakeholders, including audiences, corporates, funders and the cultural industry
- Create and maintain relationships with relevant influencers, journalists, bloggers and community leaders
- Devise and implement press campaigns for Coliseum shows along with other activities – including community and development events and including:
 - Print and online editorial preview coverage
 - Attendance of reviewers, bloggers, photographers and invited guests at opening performances plus event management of that night
 - Picture and film coverage, by way of commissioning publicity photography, arranging photo calls and managing the approval and distribution process

Sales, Ticketing and Customer Service

- To develop and monitor the Coliseum's pricing strategy to increase attendances and advance booking, whilst enabling access
- To oversee box office systems and activities, working with producers and front of house staff to deliver an inclusive welcome and high quality of customer service for diverse audiences and participants.

Management

- To manage and control department budgets
- To act as named data controller for the organisation and devise policies in accordance with to GDPR and other relevant data protection legislation

Other

- Represent the Coliseum at relevant meetings and events
- Actively participate in training events as appropriate
- Maintain the confidentiality of all affairs of the Coliseum that should properly remain confidential
- Be an effective representative of the Coliseum in all situations, demonstrating the highest level of customer care and promoting the theatre's work and charitable objectives
- Work in the best interests of the Coliseum and in accordance with company policies such as but not limited to equal opportunities, health and safety, safeguarding and IT
- To carry out any other reasonable duties as determined by the Chief Executive

PERSON SPECIFICATION

Essential

We're looking for an excellent, self-motivated person to support the company's work and vision. The Coliseum has plans to once again be a busy producing theatre; we are currently a small team with high expectations. You will need:

- An affinity for the mission, vision and work of the Coliseum and a passion to play a key role in shaping and achieving the theatre's success
- Experience of leading innovative and successful marketing campaigns to develop new audiences and achieve sales targets
- Up-to-date knowledge of sales and data-analysis techniques and experience of applying them and utilising findings effectively to inform decision making
- Experience and flair for creating and managing effective design briefs
- Exceptional writing skills with an ability to write informative, accurate and creative copy
- Excellent eye for detail and exemplary proofreading skills
- Experience of leading and managing staff and freelance contractors, with the ability to create an open and positive atmosphere in which people can give their best and where success is recognised and poor performance addressed constructively
- Up-to-date knowledge of the latest digital and social media marketing and communications techniques
- Strategic and creative thinking
- A positive attitude with a high level of self-motivation and ability to work on your own initiative
- Excellent organisation and planning skills with proven ability to work flexibly under pressure, to prioritise and to meet deadlines
- Strong financial management skills including forecasting and proven ability to work within allocated budgets
- Ability to communicate effectively with people at all levels, both internally and externally
- An understanding of equal opportunity and cultural diversity issues in the delivery of our services
- Proven IT skills and previous experience of social networking

Desirable

- Experience of ticketing, sales and box office related activities
- Experience of providing an inclusive welcome and high quality of customer service
- Knowledge and experience of the implementation of GDPR guidelines and procedures

Terms and conditions

| | |
|-------------|---|
| Salary: | £35,000 pro rata |
| Hours: | Negotiable, initially estimated at 3 days per week, increasing to 5 days as the theatre's programme increases |
| Holidays: | 30 days per annum inclusive of bank holidays |
| Duration: | Permanent |
| Probation: | Three months |
| Start date: | April 2024 |
| Location: | Oldham, Greater Manchester; some remote work |