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**MARKETING 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: £19,000 - £20,728 depending on experience

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 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
* Undertake 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
* Contribute to the delivery of the organisation’s Digital Strategy, identifying and capitalising on trends in digital marketing where appropriate
* 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 the 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 research programme, alongside in-house research
* Commission research, when necessary, to support the development of the theatre’s Marketing Strategy and Audience Development plan

**Audience Development**

* Contribute to strategies and programmes to broaden the range of attenders and participants at the Coliseum Theatre, working with external agencies as appropriate
* Ensure marketing and communications are clear, inclusive and targeted at a range of communities
* Work with the Learning and Engagement department on the development of target users, especially from under-represented communities
* Actively pursue greater ethnic, class and gender diversity across all Coliseum
* Develop the widest possible audience for the Coliseum’s work, particularly amongst those people living in Oldham and champion a commitment to accessibility

**General**

* Deputise for the Head of Marketing & Communications as required
* Maintain departmental administrative systems, particularly financial records
* Develop and manage key external partnerships and relationships
* 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 creatively with the resources available to achieve marketing, communications and development strategies and to maximise all promotional opportunities for the Coliseum
* Work in a spirit of co-operation with all other Coliseum departments providing support, advice and delivering appropriate marketing solutions
* Manage and support marketing freelancers interns, work placements and volunteers as appropriate
* Undertake any other duties as are reasonably requested by the theatre management.

**Person Specification**

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|  | **Essential** | **Desirable** |
| **Qualifications / training** |  | Educated to degree level or equivalent |
| **Knowledge** | Knowledge of and interest in theatre and the arts | Knowledge of legislation relating to data protection |
|  |  | Knowledge of the local area and regional theatre scene |
| **Experience** | At least one year’s experience managing marketing campaigns in a similar role | Previous experience working in theatre or other performing arts organisation |
|  |  | Experience in commissioning marketing materials, working with designers and printers |
|  |  | Experience of working with CRM and Box Office systems |
|  |  | Experience of data analysis and evaluation campaigns, and using this to inform future practice |
|  |  | Experience of Google Analytics |
|  |  | Experience in conducting research projects |
| **Skills** | Excellent organisational skills, including the ability to prioritise a large work load | Experience of using Adobe design packages |
|  | Strong IT skills | Experience working with digital marketing – managing websites and social media |
|  | Ability to write effective copy for a range of audiences, and ability to proof read |  |
| **Attitude** | A commitment to equality, diversity and accessibility |  |
|  | Ability to work well under pressure, and able to adapt to shifting sales priorities |  |
|  | The willingness to work some evenings and weekends when required |  |