

Marketing Officer – Campaigns



Job Description
Person Specification

June 2017

Wycombe Swan is one of 12 venues within HQ Theatres & Hospitality's (HQT&H) current portfolio of regional theatres and concert halls. HQT&H currently manages 18 auditoria on behalf of local authorities, with capacities ranging from a 200 seat arts centre to a 2,400 seated/standing theatre. Last year HQT&H programmed a total of 2,354 shows which attracted attendances of over 1.5 million.

HQ Theatres & Hospitality (HQT&H), the UK's second-largest venue operator, is a division of Qdos Entertainment Ltd, one of the largest entertainment Groups in Europe.

Wycombe Swan is a vibrant and dynamic place to work – a venue which presents some of the best music, theatre and comedy in the country. We always provide our staff with the best opportunities to train and develop within the organisation.

As well as aspirational plans to build audiences through high quality programming in our three distinct spaces (Swan Theatre, Old Town Hall, and Oak Room), we have key targets to drive the commercial success of the business through offering exceptional service to our customers. We want all visitors to the Swan to be able to enjoy World Class Service and this role will be a vital part of delivering this aim.

Employment type: Permanent

Salary: Up to £18,500 per annum, dependent on experience.

Hours: 40 hours per week, with some flexibility of working times, in-line with requirements of the job. Regular weekend and evening work.

Work location: You will be based at Wycombe Swan Theatre & Town Hall and may be required to travel to and work at other HQT&H venues. Approved travel expenses will be reimbursed.

Purpose of the role: To promote Wycombe Swan, its activities and performances to external audiences; to support the marketing and sales functions; to support the Marketing & Sales Manager in supporting the venue business plan and ensuring audience targets are met through robust and creative strategies.

Our ideal candidate: Someone with a passion for delivering outstanding marketing campaigns. The ability to work well as part of a team and independently. A hard-working and strong communicator with a can-do attitude.

For an informal discussion contact: Mike Green | mgreen@wycombeswan.co.uk

Closing date: 12pm, Wednesday 26 July

How to apply: Please email a copy of your curriculum vitae, accompanied by a letter which sets out clearly your interest in this post, and your view of your suitability for it, to: mgreen@wycombeswan.co.uk

REPORTING TO

Marketing & Sales Manager

DIRECT REPORTS

Marketing volunteers and interns when applicable

KEY ACCOUNTABILITIES

CAMPAIGN MANAGEMENT

- The Marketing Officer is responsible for the achievement of Wycombe Swan's marketing targets and objectives, with particular reference to driving ticket sales through effective campaign management.
- In collaboration with external promoters and the Marketing & Sales Manager to create, execute and manage campaigns for shows and hospitality events to achieve agreed financial targets.
- Delivering effective campaign management from start to finish across all channels, including digital, media advertising, direct mail, outdoor, radio, press and sales promotions.
- In conjunction with the Marketing & Sales Manager liaise with the design and print agency to produce effective promotional collateral across to promote theatre shows and hospitality events.
- As directed by the Marketing & Sales Manager, oversee production of the season brochure: ensure the collation of all information; write engaging copy, brief the team and proof the publication.
- Working with HQ Theatre's media planning agency to ensure effective media usage and value for money.
- Monitoring effectiveness and audience trends using Audience View ticketing system to make informed decisions and campaign improvements.
- Campaign development for community and education projects to ensure maximum attendance.
- All copy writing and proof reading to be delivered to a high standard.

DIGITAL GROWTH

- Supporting the theatre's website management through accurate sales information, effective copywriting and enhanced content to maximise ticket sales.
- Increase venue's online presence through theatre blog sites, with reviews and exclusive content by developing regular content.
- Responsible for planning of digital and social media, to include website, emails and social to help deliver growth in-line with marketing objectives.

AUDIENCE DEVELOPMENT

- To work closely with the Marketing & Sales Manager to reach and engage new audiences in key postcode areas to grow and strengthen ticket sales.
- To support initiatives for friends memberships and increasing sales of HQ Theatre Vouchers at key selling periods throughout the year.
- To develop and establish relationships with local businesses to support cross promotion that will increase ticket sales.
- Review competitor offerings and communications on a regular basis to maintain a strong competitive advantage.

ADMINISTRATIVE

- To support the marketing team with administrative duties, including sales reporting, managing schedules and planners
- Timely processing of invoices using the centralised budget tracker to ensure that costs are recorded and managed.
- To be responsible for the co-ordination of marketing volunteers and internships.

ORGANISATIONAL

- Available to work evenings, weekends and Bank Holidays as and when required.
- Adherence to all Group and Theatre Health & Safety at Work procedures, to minimise the risk of injury and accidents, personal and to others.
- To attend appropriate training courses, in the interests of maintaining his / her awareness of current developments and trends.
- Any other related duties and responsibilities as may reasonably, from time to time, be required by the Marketing & Sales Manager and to deputise in their absence.

PERSON SPECIFICATION

In order to be considered for this post you will need to evidence and demonstrate:

Experience

- At least 12-months experience of marketing in a live entertainment environment with a proven ability to build strong relationships with press, media and agency contacts.

Skills

- A high level of organisational skills is a necessity of this role.
- High level of communication skills and an excellent manner when dealing with the public, stakeholders and industry.
- Excellent creative writing and proof reading skills.
- The ability to perform well as part of a team and taken on a lead role in projects as and when required.
- Literacy and numeracy appropriate to the post, fully computer proficient (MS Office) in Outlook, Word and Excel also Photoshop would be advantage.

Attitude

- A pro-active and positive approach to solving problems in a prompt and independent manner.
- An ability to be flexible to business needs and work calmly and effectively under pressure.
- Ambition and drive with the ability to learn quickly.
- A good sense of humour.

Desirable

- A passion for theatre and entertainment would also be a distinct advantage.

Recruitment, Training and Development

- Audience View training will be given on appointment of the role.
- First Aid training will be given on appointment of the role.

Other Responsibilities

This Job Description is not an exhaustive description of your duties. You will be required to adopt a flexible approach to your role and responsibilities. In particular, from time to time, you may be required to undertake such alternative or additional duties as may be commensurate with your skills, experience and capabilities.