

# Marketing Manager

QDOS ENTERTAINMENT (PANTOMIMES) LIMITED

Job Description  
Person Specification

October  
2019



**Qdos Entertainment (Pantomimes) Limited** is the world's biggest pantomime producer and has 36 years' experience producing high-quality productions, which are both contemporary and true to the tradition of pantomime.

In that time 719 production have brought magic to the stage with star names and first-class creative collaborators. Every pantomime season 120,000 costumes and 79 sets are meticulously designed, created and maintained. Over 1,000 actors, singers, dancers, musicians and creative collaborators make magic every festive season at 35 venues across England, Northern Ireland, Scotland and Wales.

The Company's in-house marketing team co-ordinate campaigns across the portfolio of venues, collaborating closely with venue marketing colleagues. The small team has responsibility for generating two Million audience engagements each year.

<b>Employment type:</b>	Full Time
<b>Salary:</b>	up to £33,000 p.a. dependent on experience, ability and potential.
<b>Hours:</b>	35 hours per week over 5 days out of 7, subject to variation to meet business requirements. Working hours could include evenings, weekends and Bank Holidays.
<b>Work location:</b>	You will be based out of our London Covent Garden office and will be required to travel to and work at various pantomime venues. Approved travel and overnight expenses will be reimbursed.
<b>Purpose of the role:</b>	Working as one of two Marketing Managers within the team, you will take responsibility for campaign management across an allocation of venues, ensuring attendance and financial targets are met.
<b>Our ideal candidate:</b>	We are looking for an enthusiastic and pro-active marketer, with a good eye for detail and creative flair with a passion for theatre.
<b>For an informal Discussion:</b>	Adrian Lesurf, Marketing Director 0207 430 7900, alesurf@qdosentertainment.co.uk
<b>Closing Date:</b>	Tuesday 29 October 2019 at noon Interviews will take place w/c 4 November 2019
<b>How to apply:</b>	Send your CV and a covering letter to alesurf@qdosentertainment.co.uk with 'Marketing Manager Application' in the subject line. Tell us why you think you are suited to this role, why it interests you and how we'll benefit from having you on board!



## **REPORTING**

You will report directly to the Marketing Director, Qdos Entertainment (Pantomimes) Ltd.

## **KEY ACCOUNTABILITIES**

1. In collaboration with the Marketing Director, lead on campaign management for designated regional venue accounts, including:
  - a. liaising with photographers and contracted graphic designer to create campaign collateral consistent with Qdos Entertainment's brand;
  - b. developing, regularly reviewing and delivering robust marketing campaigns with client venues;
  - c. commissioning the design of mailers, out of home media and other collateral;
  - d. co-ordination of the production of radio and television commercials;
  - e. maintaining an overview of media booked as part of campaigns;
  - f. monitoring spending and campaign delivery to ensure that campaigns are fully delivered within agreed budgets;
  - g. monitoring sales trends and making recommendations to respond to variances;
  - h. monitoring and responding to campaign effectiveness and return on investment;
  - i. fostering excellent relationships with the marketing departments within client venues;
  - j. being responsible for ensuring timely delivery of artwork from the Company's graphic designer to client venues;
  - k. In liaison with Executive Producers and client venues, delivering impactful media launch events, co-ordinating arrangements with other departments and taking responsibility for risk assessment and co-ordination on the day.
  - l. planning and delivering impactful PR moments which effectively utilise our star talent, such as attending City Centre Christmas Light Switch-on events.
  - m. making recommendations in relation to price-promotion and other tactics to maximise occupancy and revenue.
  - n. Liaising with cast to deliver agreed media and communications outcomes for each production.
2. Write inventive and original copy and proofread to a high standard.



3. Contribute to delivery of the Company's overall press strategy.
4. With colleagues, maintain the Company's website and digital channels, ensuring accuracy of information.
5. Support the delivery of Relaxed, Signed, Captioned and Audio Described Performances staged within client venues.
6. Take managerial ownership of the production of programmes, co-ordinating contributions to these publications and liaising with publishers and venues as required.
7. Support the Marketing Director in ensuring best value from suppliers.
8. Work with colleagues to advance and deliver developmental projects which will enhance the profile of Qdos Entertainment.
9. Maintain the departmental budget tracker detailing direct expenditure incurred by the Producer.
10. As required, proactively support and promote Qdos Entertainment's fundraising activities and initiatives for the Group's nominated third-party charity.
11. As required, assist the Marketing Director with administrative tasks, including collating sales information, updating and overseeing the various internal marketing schedules and reporting.
12. Represent the marketing department as required at meetings and promotions.
13. Adhere to all Group Health & Safety at Work procedures, to minimise the risk of injury and accidents, personal and to others.
14. Attend appropriate training courses, in the interests of maintaining awareness of current developments and trends.

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



## **PERSON SPECIFICATION**

### **Essential**

- Experience of press and marketing in a live entertainment environment.
- A 'can-do' attitude and positive, flexible approach to the job role, work colleagues and peers.
- Evidence of high-level organisational ability.
- High level communication skills and an excellent manner and proven ability to build strong relationships when dealing with the media, promoters, the public, stakeholders, industry colleagues and businesses.
- Excellent creative writing and proofreading skills.
- Ability to perform well as part of a team and take on a lead role in projects as required.
- Ability and willingness to be flexible to business need, working not only during the weekday daytimes, but also, as required, evenings, weekends, and on Bank Holidays.
- Ability to plan annual leave outside of the Company's season (restrictions on annual leave will apply between October and January).
- Ability to frequently travel across the UK to attend meetings and events.
- Computer literacy and numeracy appropriate to the requirements of the post.
- An ability to work calmly and effectively under pressure.
- Demonstrable enthusiasm for live theatre and entertainment, and for the provision of excellent service.

### **Desirable**

- Educated to degree level.
- Good visual eye for creative print production.