

# Marketing Manager



Arcola Theatre is one of London's leading Off West End theatres. Now welcoming over 65,000 audience members a year to our two studio spaces, we stage a diverse programme of new works and reimagined classics. We create over 11,000 opportunities a year for emerging artists and our local community to make theatre. Our environmental initiatives are internationally renowned.

This is an exciting time to join Arcola Theatre. We are now producing or co-producing almost all productions in Arcola Studio 1 (our main house), and an increasing number in Arcola Studio 2. The new Marketing Manager will have control over the campaigns for these shows, and significant influence over the theatre's future strategies. They will join a creative, supportive and agile organisation at a time of growth and opportunity.

## **Main responsibilities**

- To plan, develop and deliver the marketing campaigns for Arcola productions and seasons
- To be the voice of Arcola on social media, managing the theatre's Facebook, Twitter and Instagram accounts, and the weekly e-newsletter
- To grow and develop audiences - managing a team of freelance Promoters, and engaging relevant organisations / target groups
- To collect, analyse and utilise data to improve campaigns
- To support visiting companies, press officers and other departments as appropriate

## **Role outline**

Reports to: Head of Communications

Responsible for: Theatre Promoters, Occasional Interns

## **Campaign management**

- Create campaign plans and budgets for productions and seasons
- Contribute to planning and ideas meetings with the Executive Producer, Head of Communications, Creative Engagement team and others
- Appoint photographers and PR officers
- Source / commission publicity images
- Liaise with Arcola's graphic designer to develop print artwork
- Create e-flyers
- Create and update show pages on the Arcola website
- Update listings services / sites
- Organise effective, targeted advertising campaigns for Arcola productions - online, in print, on London Overground and elsewhere
- Set up offers and promotions, liaising with the Front of House and Box Office team
- Schedule press nights and photocalls
- Update Front of House displays

## **Digital management**

- Manage Arcola's Facebook, Twitter and Instagram accounts, coordinating, posting and scheduling effective posts, and responding to messages
- Explore and pioneer new digital channels/opportunities
- Manage Arcola's weekly e-newsletter
- Update templates for pre- and post- show emails
- Create and monitor Facebook and Google (AdWords) advertising

## **Audience development**

- Work closely with the Head of Communications, Executive Producer and Creative Engagement team to assist audience development strategies
- Manage a team of freelance Theatre Promoters, arranging local and targeted print distribution
- Make contact with relevant organisations and target groups, creating promotions and competitions where appropriate
- Facilitate cross-marketing - posting flyers, arranging PS swaps, agreeing data swaps

## **Data analysis**

- Monitor and analyse campaign data to improve targeting and segmentation
- Develop strong audience segments for email and Facebook marketing
- Identify and report on relevant trends

## **Production support**

- Create castsheets
- Collate biographies for Arcola show programmes
- Liaise with freelancers/others to secure advertisements in Arcola programmes
- Create cards for cast and crew
- Archive relevant materials
- Be the first point of contact for visiting producers

## **Person specification**

### **Essential**

- A proven track record of managing successful marketing campaigns for stage productions
- A proven track record of managing social media channels successfully
- Experience with advertising on Facebook and Google AdWords
- Experience with creating and managing budgets
- Excellent communication and interpersonal skills
- Excellent copywriting and proof reading skills
- Ability to communicate with different audiences, and to work with all sectors of the community
- Ability to thrive in a fast-paced working environment
- Ability to self-motivate, and to work and think independently
- Ability to multitask and to collaborate proactively with others
- A passion for theatre, and for connecting it to the widest, most diverse audience possible

### **Highly Desirable**

- Experience using Spektrix or comparable box office software
- Experience using Dotmailer or a comparable email marketing platform
- Ability to edit photos and create graphics for social media
- Knowledge of theatre, arts and other relevant organisations in East London, London and the UK

## **Desirable**

- Experience using WordPress, Arcola's website platform
- Experience using Adobe InDesign, or comparable print layout software
- Ability to write / edit HTML
- Knowledge of Customer Relationship Management (CRM)

All staff at Arcola Theatre have a responsibility to safeguard and promote the welfare of children and vulnerable adults. The post holder will undertake the appropriate level of training and is responsible for ensuring that they understand and work within the safeguarding policies of the organisation.

Arcola Theatre is committed to being an Equal Opportunity organisation. All employees must be able and willing to treat others without discrimination and with respect to their human rights, regardless of their gender, race, age, disability, sexual orientation, language, HIV status, religion, national or social origin, class or criminal history.

## **Terms and conditions**

**Salary:** £25,000 per annum.

**Hours:** 37.5 per week, excluding a daily one-hour lunch break.

This role is 5 days a week Monday-Friday; usual office hours are 9.30am-6pm. We also offer flexible working where possible, occasional evening and weekend work may be required. All staff at Arcola Theatre are expected to attend performances and to be a part of the artistic life of the organisation.

**Annual leave:** 28 days per annum (includes bank holidays).

**Overtime:** No overtime payments; we operate a Time Off In Lieu (TOIL) system.

**Pension:** Arcola operates a pension scheme with the NEST Ethical Fund. You may opt to contribute 5% of basic pay and Arcola will make a matching contribution.

**Other benefits:** Complimentary tickets for performances. Staff discount at Arcola Bar and Café.

**Contract type:** Full-time (1 year fixed-term, with intention to extend).

**Probation period:** 3 months.

**Start:** ASAP.      **Notice period:** 1 month.

**Location:** Arcola Theatre, 24 Ashwin Street, Dalston, London E8 3DL.

**Access:** The theatre is fully wheelchair accessible.

## **How to apply**

Please complete an [application form](#). Then return it to [jobs@arcolatheatre.com](mailto:jobs@arcolatheatre.com) with **Marketing Manager Application** in the subject line.

Alternatively you can return it via post to **Recruitment, Arcola Theatre, 24 Ashwin Street, Dalston, London E8 3DL.**

**Deadline:** 10am, Friday 29 September 2017

**Interviews:** Monday 9 October 2017

We reserve the right to close the recruitment for this role early if deemed necessary.