

# Marketing Officer

## **HAYES** **BECK THEATRE**

Job Description  
Person Specification

March 2019

**The Beck Theatre** 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.

**The Beck Theatre** is a vibrant and dynamic place to work - a venue which presents a wide and varied programme of music, theatre and comedy. 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 and community-based activity 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 Beck to be able to enjoy World Class Service and this role will be a vital part of delivering this aim.

- Employment type:** Full Time
- Salary:** £25,000 dependent on experience
- Hours:** 40 per week over 5 days out of 7, subject to variation to meet business requirements. Working hours may include evenings, weekends and Bank Holidays.
- Work location:** You will be based at The Beck Theatre, Hayes 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 The Beck Theatre, its activities and performances to external audiences to ensure attendance and financial targets are met through robust and creative strategies within budget.
- Our ideal candidate:** A natural and confident communicator at all levels with excellent numeracy, literacy and IT skills; you'll have attention to detail, a flair for promotion and drive and direction in your creative ideas.
- For an informal discussion contact:** Lewis Colclough, Marketing and Sales manager  
0208 561 8371 [lcolclough@becktheatre.org.uk](mailto:lcolclough@becktheatre.org.uk) [lewis@becktheatre.org.uk](mailto:lewis@becktheatre.org.uk)
- Closing date:** 15<sup>th</sup> April 2019
- How to apply:** Complete the application form and submit with a covering letter to [kwelsh@becktheatre.org.uk](mailto:kwelsh@becktheatre.org.uk) with the subject title 'Marketing Officer.' 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. Enclose a CV too if you wish.

### REPORTING

You will report directly to Marketing and Sales Manager.

### MAIN DUTIES AND RESPONSIBILITIES

#### MARKETING

- As directed by the Marketing and Sales Manager and in partnership with external promoters, creation and management of highly effective marketing campaigns for shows and hospitality-led events to achieve agreed financial targets and marketing objectives.
- In conjunction with the Marketing and Sales Manager, liaise with the design and print agency, for the production of print requirements to support shows and hospitality events.
- To assist the Marketing and Sales Manager through general administrative tasks including sales information, updating and overseeing the various internal marketing schedules and reporting.
- Work closely with colleagues in respect of community and education to develop specific campaigns designed to maximise attendance at events, workshops and classes.
- Monitoring of campaign effectiveness and audience trends via data analysis from the ticketing system (Audience View), google analytics and Audience Agency.
- Administration and result tracking of direct mail and other marketing campaign channels, booking in and creation of the advertisements for the venue.
- Copy writing and proof reading as required and to a high standard.
- Work with Marketing and Sales Manager to ensure FOH signage is up to date, clear and relevant.
- Management of the work of any apprentice, internship or marketing volunteer, including target-setting and monitoring, to ensure best-value contribution to the range of marketing activities.
- Under the guidance of the Marketing and Sales Manager, the management of the hospitality marketing budget and the creation and management of highly effective hospitality marketing campaigns for all its events and services.
- Seek out opportunities for and manage block-booked advertising sites on and offline in order to raise venue profile.
- To take an active role in the production of the venue season brochures, newsletters. And other print materials.

#### PRESS & PR

- Cultivation and management of continuous positive relationships between The Beck Theatre and relevant press and media outlets.
- Development of effective press and media campaigns (including launches, presentations, outreach events, Friends' events, competitions etc) for performances and events, for The Beck Theatre and its full range of activities, which maximise media coverage and represent The Beck Theatre and its programme positively and persuasively.
- Management of press and media campaigns to ensure maximum benefit and full achievement of Beck Theatre quality and commercial targets and objectives.
- Development and maintenance of a media database from which appropriate reports and analysis can be derived.
- To be responsible for arranging promotional events, working with colleagues to ensure events are appropriately staffed. To ensure that all the Health and Safety procedures are adhered to and risk assessments are completed.
- To continue to develop and establish relationships with local businesses which benefits marketing and sales of productions.
- To proactively investigate and pursue promotional opportunities with local businesses and organisations.

### ONLINE

- To manage the show pages of the website for the venue, ensuring accuracy of information and maximisation of on-line sales at all times.
- To build shows to go on sale and liaise with Marketing and Sales Manager and Box Office Manager to manage on sale schedule.
- Working under the guidance of the Marketing and Sales Manager, work with Head Office to implement and improve purchase pathways for customers and improve hospitality booking options and functionality.
- Development of the digital communications strategy, to include website, e-newsletters, online listings and social networking sites to help achieve marketing objectives.
- Build e-newsletters to support marketing campaigns and drive sales.
- Work with colleagues to ensure social media content is up to date, creative and relevant in line with social media strategy.
- Work with Marketing and Sales Manager to manage data segmentation and data checking.

### GENERAL

- Liaison with the Box Office Manager and Box Office to ensure their appropriate participation in relevant marketing initiatives/campaigns, the effective management of the ticketing database and the routine housekeeping of the ticketing system.
- Deputising, as required, for the Marketing and Sales Manager, across all functions, activities and events to ensure the smooth and consistent operation of all activities and targets of the department.
- To represent the marketing department as required at meetings and promotions.
- 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 Manager.

## PERSON SPECIFICATION

### Essential

- Experience of marketing in a live entertainment environment.
- Evidence of high-level organisational ability.
- Excellent creative writing and proof reading skills.
- The ability to perform well as part of a team and take on a lead role in projects as required and lead on show campaigns.
- Ability and willingness to be flexible to business need, working not only during the weekday daytimes, but also, as required, at weekends, and on Bank Holidays.
- Excellent people management and development skills.
- Computer literacy and numeracy appropriate to the requirements of the Post. Competence in Photoshop or other editing software is advantageous.
- An organised, outgoing and professional attitude.
- High level communication skills, an excellent manner and proven ability to build strong relationships when dealing with the media, promoters, the public, stakeholders, industry colleagues, local authority representatives and businesses.
- An ability to work calmly and effectively under pressure.
- Able to work to tight deadlines and manage your time effectively whilst working on various projects at one time.
- Demonstrable enthusiasm for live theatre and entertainment, and for the provision of excellent service.

### Desirable

- Experience of Adobe Photoshop.
- Experience of working with a ticketing system.
- Educated to degree level.
- Good visual eye for creative print production.
- Knowledge of photography techniques and experience using a DSLR camera.

### **Other Responsibilities**

- Dress in accordance with Company uniform policy and wear protective clothing where issued and instructed.
- Attend and, if required, note take meetings as required.

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.