**MARKETING AND COMMUNICATIONS MANAGER**

**Marina Theatre, Lowestoft | £24,000 - £26,000 pa D.O.E.**

**The Marina Theatre Lowestoft is looking for an experienced and driven Marketing & Communications Manager to lead on all marketing activity to drive ticket sales & revenue.**

**Reporting to the Chief Executive, this is an exciting opportunity to join a busy, up and coming venue at a crucial time. As well as post-Covid recovery the Marina is planning a significant programme of change that will see the Marina diversify its activities onstage and off, and engage more widely with current and potential audiences .**

**The Marketing & Communications Manager is a key member of the Marina’s senior management team, providing a strategic lead and will have a specific focus on the theatre’s use of audience data/intelligence, driving the use of digital/on-line communications and building sustainable and meaningful relationships with our audiences.**

**About the Marina Theatre**

The Marina Theatre is the second-largest theatre in Suffolk, hosting a diverse live programme. Consisting pre-Covid of more than 200 performances, including touring drama and musicals, comedy, opera, classical and contemporary music, dance, children’s shows, community performances and an annual pantomime. The Marina also presents over 275 films and live screenings each year.

Sitting proudly at the centre of Lowestoft, Suffolk, the UK's most easterly coastal town, the Marina originally opened in the Victorian era. It has an auditorium seating 775 and is visited by over 80,000 people per year.

The Marina is at the cultural heart of the wider Waveney and Suffolk community, drawing audiences from across the local region; from across the eastern coastline and inland to Norwich and south to Suffolk’s coastal towns and villages.

The Marina is firmly rooted in its community & plays an active part in the arts ecology of the East, working with regional partner theatres & companies such as Theatre Royal Bury St Edmunds, New Wolsey Theatre Ipswich & High Tide. The Marina is also a key cultural member of Lowestoft’s Cultural Strategy Board and the Cultural Education Partnership.

The Marina launched its outreach, learning and community work in 2017 with the mission to inspire, educate and create opportunities for the whole community to engage with the arts. This has included youth theatre groups, a weekly over 50s drama group, ukulele and choir groups, open days, and school holiday activities, as well as programme-related workshops, in addition to opportunities for local schools including curriculum enrichment workshops, skills days and performance opportunities. In 2019, the Marina’s community activities engaged over 5,400 people from all walks of life. This work is now being relaunched under the ‘Community’ banner.

The Theatre has been managed by the Marina Theatre Trust – a registered charity - since 2011. The Trust works closely with the landlord Lowestoft Town Council who also provide funding of £150,000 p.a. under the aegis of a management service agreement which equates to less than 10% of turnover. The remaining income is either earned from box office, auxiliary spends or fundraised from statutory and private sector sources.

Over the previous four years, the Marketing department has set a new direction for the Marina which has been welcomed by the theatre’s strategic stakeholders. New partnerships and projects have been initiated to ensure that the theatre can further its commitment to being a valuable and versatile community hub for entertainment, creative learning and development via a five-year change programme.

The Marketing & Communications Manager, is responsible for managing the Marketing and Sales team which currently comprises a Marketing Officer and the Box Office Manager. It is anticipated that this team will grow again as 2021/22 progresses.

**The Future**

In 2018, the theatre embarked on a full business plan process funded by an Arts Council England Grants for the Arts award.

This new plan provides a pathway to make the Marina more ambitious & financially resilient, enabling the organisation to present a broad, high-quality programme which reaches out to full spectrum of potential audiences and users. A comprehensive approach to marketing, audience development, outreach & community engagement will raise the profile of the theatre, Lowestoft and the East coast region. We envisage our remodelled organisation will offer an enhanced programme and expanding opportunities for young people, families, elderly and disadvantaged/ vulnerable people to engage with arts and culture at the Marina and across Lowestoft.

Following this work and in response to it, the Marina was awarded a combined capacity-building grant by ACE, Suffolk County Council & East Suffolk Council. This enabled the Marina to fast-track many of the initial key goals set out in the business plan.

At the start of the pandemic, the Marina closed in March 2020, but reopened again for films & café in October and then again in December 2020 and April 2021. A reduced live programme begins from late July, reaching ‘normal’ levels from September.

This is an exciting time in Lowestoft, especially so at the Marina. A number of local arts and cultural projects in which the Marina will be centre stage will further enhance the Marina brand and the town of Lowestoft as a regenerated cultural destination.

The Marketing & Communications Manager will be a vital part of the next stage in the theatre’s exciting development, enabling the theatre to deliver business and charitable objectives, helping to inform the theatre’s artistic programme, expand audience and community engagement, and maximise income through services through ticket sales, fundraising and partnerships.

**JOB DESCRIPTION**

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| Job Title | Marketing & Communications Manager |
| Responsible to: | Chief Executive |
| Responsible for: | Marketing & Box Office Teams |
| Hours of work: | Usually 37 hours a week; to be worked Monday – Saturday, mainly during core office hours.  However, due to the nature of the Marina’s business, some evening/weekend/anti-social hours will be involved from time to time. No overtime is payable, some TOIL may be agreed on a case-by-case basis, at the discretion of the CEO. |
| Salary: | £24,000 - £26,000 pa D.O.E |
| Closing date for applications | 5:00 pm Monday 7th June 2021 |
| Start date: | As soon as possible |

**Purpose of the Role**

The Marketing & Communications Manager is a key member of the Senior Management Team, with overall responsibility for the theatre’s marketing and sales function and ensuring that the Marina brand is effectively communicated across all on-line and off-line channels to all stakeholders. The role:

* Develops, manages & implements effective marketing, media and PR strategies and campaigns to promote the Marina Theatre (MT) programme and activities.
* Creates, plans and drives audience development goals and related strategies that meet the needs of and engage with existing and potential audiences.
* Manages, coaches and provides leadership to Marketing and Box Office teams.
* Ensure the MT brand is represented appropriately in all areas of activity and in addition to the primary focus of events, supports the marketing of the wider MT offer.
* Communicates full, regularly and in an, open & honest manner with the CEO about every aspect of marketing & communications.

**Key Responsibilities**

Audience Development

• In conjunction with MT 5-year business plan, develop and implement a highly effective audience development and engagement strategy and action plan.

• Analyse audiences and attendance data to identify paths to audience growth, implement surveys to generate audience feedback.

• Analyse box office data to establish sales, geographic and demographic trends to influence strategies and action plans.

• Lead the marketing and promotion of MT using traditional and social media in order to inspire and engage the identified key target audiences in accordance with the audience development and engagement strategy and action plan.

• Develop and promote marketing campaigns to target new user groups to maximize appeal and revenue.

• Review pricing strategies to support access, yet maintain commercial returns.

• Work with Community & Outreach team to maximize the reach of the MT offer, locally, regionally and nationally.

* Use audience development activities and strategies to comment on & inform programming.

• Review and maintain excellent standards of customer service, working with colleagues to ensure customer satisfaction. Monitor customer complaints and compliments: respond and act upon as required.

Sales, Marketing & PR

• Lead on delivery of marketing, communication and sales programme.

• Devise, develop, implement marketing and PR campaigns for both core profile of the company and all its activities, as well as for all shows and projects. This includes researching, developing and implementing a plan to include marketing, sales, paid media advertising, e-communications, digital marketing, PR, branding and third-party promotions. Campaigns need to drive ticket sales and also support all other MT related offers including the creative learning programme, the related merchandise, catering and up sell of Privilege Cards and Friends memberships.

* Work with promoters/producers, ensuring they have clear marketing & PR plans for each show.

• Develop & implement clear and agreed action plans for monitoring and evaluating individual and organisation-wide marketing strategies.

• Generate regular sales reports against marketing plans to demonstrate return on investment against activities, key findings, learnings and recommendations.

• Work with CEO and management team in formulating, planning and implementing the MT’s vision and ambitions, contractual terms, programming strategy, policies & business plan. Taking the lead in contributing to marketing and communications elements.

• A brand ambassador for MT, internally and externally.

* Establish, maintain and develop successful relationships with media bodies, ensuring best value for money. Report on effectiveness of the media to help guide on future campaigns.

• Act as (or delegate) venue press rep, liaising with CEO to sign off press releases and statements,

• Maintain and develop supplier network/relationships (design, print, distributions etc), maintaining value for money, appeal & return.

• Plan, organise and manage any opening night and press events.

Print and Brochures

• Supervise production of all printed and digital collateral, to include season brochures, newsletters, adverts, direct mail, digital content, invitations etc.

• Manage the Season Brochure process from design brief to distribution.

• Control & co-ordinate print production, distribution & display (internal & external)

Development / Fundraising

• Work with CEO, Business Development/Fundraising Consultant, management and colleagues to contribute to and develop MT’s fundraising strategy.

• Assist CEO, Business Development/Fundraising Consultant and Board with funder/sponsor relations as required, including ensuring publicity requirements of funders/sponsors are met

* Work with colleagues to develop & promote Privilege Card/Friends schemes to enhance audience development.

Box Office

• Oversee the Box Office sales operation. Promote and implement an exceptional customer service approach and execute approaches to maximize audience development and ticket sales.

• Oversee setting up of shows on box office system and provide accurate financial forecasts as required.

• Manage and promote the Privilege Card/Friends schemes to enhance audience development and increase engagement with the theatre.

Social Media and Website

• Develop and deliver digital communications policy, maximising potential of all relevant digital platforms to engage with audiences & grow sales.

• Oversee updating, co-ordination & evaluation of MT website as required.

• Maintain/supervise MT’s social media accounts, developing in line with digital marketing strategies.

• Develop, manage and implement a content and social media plan and to ensure all online activities are fully-integrated in campaigns.

Staff Management

• Line manage, coach and provide leadership for the Marketing and Box Office teams, ensuring a positive, innovative and ‘can-do’ work culture.

• Manage, develop, train and appraise Marketing and Box Office staff.

Financial

• Management of show marketing budgets and contras. Ensure marketing contras are correctly priced and maintained to ensure marketing incomes targets are met.

• Contribute to the annual budget forecast and preparation process; monitor specific budgets and expenditure throughout the year and report to CEO monthly and quarterly.

General

• Make sure that policies, procedures and regulations, including but not limited to HR and Health & Safety, are known, understood and complied with by yourself, your team, contractors, suppliers and all others who work with the team.

• As a member of the management team, act as ‘Duty Officer’ for the venue as requested.

* Represent MT at events/meetings as necessary.

• Be lead person responsible for data protection, ensuring GDPR legislation and best-practice is followed, maintained and understood across the organisation.

• Collate data and compose reports as requested for reporting to Board/stakeholders or for internal development.

• Deputise for CEO if/when required.

• These duties and responsibilities should not be regarded as exclusive nor exhaustive. The post-holder may be required by the CEO to undertake other reasonably determined duties commensurate with the grading of the post.

**PERSON SPECIFICATION** E – Essential D – Desirable

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| **1. Specific Knowledge and Experience** | **Rating** |
| Proven experience delivering marketing in an entertainment/cultural environment | E |
| Able to devise and implement marketing strategies using the full marketing mix | E |
| Strong knowledge of digital marketing and social media | E |
| Experience of analysing box office data & using it to refine marketing and sales techniques | E |
| Data driven, numerate approach with the ability to gather and present information compile reports and make recommendations. | E |
| Proven track record in audience development to grow attendance, sales & engagement | E |
| Excellent interpersonal skills to build close working relationships with colleagues, external agencies & suppliers. | E |
| Strong experience of working with design and media agencies; briefing, providing constructive feedback, & getting the best out of them. | E |
| Good eye for detail. | E |
| First-class project manager, able to set the necessary plans and framework in place, implement and see the project through to completion on time and within budget. | E |
| Managing and motivating a team, agree task allocations, priorities and workload; provide advice to the team on problems encountered, and review individuals’ performance. Collaborative approach, able to get the best out of team members. | E |
| Ideally, 5 years plus experience in theatre or creative industry in a marketing/sales function | D |
| Experience of website management | D |
| Experience/knowledge of wider theatre industry key partners/networks. | D |
| Educated to degree level. | D |
| Good understanding of devising market-led ticketing strategies using online (including social) and offline ticketing platforms working with the internal box office team and external ticketing partners. | D |
| Good understanding of devising market-led ticketing strategies using online (including social) and offline ticketing platforms working with the internal box office team and external ticketing partners. | D |
| Minimum 2 years’ experience in managing a small team. | D |
| Experience in fundraising/sponsorship acquisition. | D |
| Brand development experience | D |
| Stakeholder management | D |

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| **2. Skills & Abilities** | **Rating** |
| Creative thinker, strong at initiating new ideas and concepts. | E |
| First class communicator; strong written and oral communications. | E |
| Flexible and energetic approach to work to achieve agreed deadlines within tight schedules. | E |
| Ability to work quickly and professionally at busy times. | E |
| Key team player with the aptitude to work on their own. | E |
| Experience of budget monitoring and contributing to financial forecasting. | E |
| Excellent computer literacy, with good working knowledge of Microsoft Office | E |
| Ability to analyse issues and identify solutions. | E |
| Good working knowledge of Word Press website package. | E |
| Graphic design skills. | D |
| Knowledge of Audience View, Spektrix or other box office ticketing systems. | D |
| Experience in the theatre, events or creative industries preferred. | D |

**TERMS OF EMPLOYMENT**

**Salary**

£24,000 - £26,000 per annum

This is a permanent role, based in the Marina Theatre in Lowestoft.

The role will be subject to a six-month probationary period.

**Hours of work**

Full time contractual hours are 37 per week.

Typically worked between Monday - Saturday between 9.30am – 6pm, though some flexibility will be required according to workload and will include some weekend & evening work.

**Annual Leave**

22 days (plus statutory Bank Holidays) per annum.

Increasing by 1 working day per completed year of service for first three years of service, to a maximum of 25 working days.

**Start date**

As soon as possible

**Pension**

Nest Pension - employer contributes in line with statutory auto-enrolment: currently 2%, increasing to 3% in April 2019

**Benefits**

Allocation of complimentary tickets for live shows, pantomime, screenings & films.

Discounts at theatre café.

**HOW TO APPLY**

If you are interested in being considered for the role of Marketing & Communications Manager, please provide a copy of your most recent CV along with a covering letter outlining your reasons for applying and the skills that you feel you may be able to bring to the Marina Theatre in line with the Job Description and Person Specification as contained within this Application Pack. Please also include details of two referees able to vouch for your suitability for the role. These will only be approached with your prior consent

Applications are also welcomed from individuals wishing to undertake this role on a job-share basis.

To discuss your application in confidence in advance of submission, please feel free to contact John Nicholls, in the first instance via jobs@marinatheatre.co.uk

Deadline for the receipt of applications is 5pm on Monday 7th June and applications should be sent preferably via email to jobs@marinatheatre.co.uk.

Shortlisting of candidates will take place on 8th-9th June with first round interviews taking place between 11th and 16th June by

We would look to make an offer by Friday 18th June.