Park Theatre

Marketing Manager

Job Description and person Specification

Salary: Start Salary £25,000 pa (non-negotiable)

Full time: 40 hours p/week

Working hours/days: Generally 5 days per week plus some evenings

You may be expected to work additional hours & weekends

Leave: 28 days including statutory and English bank holidays

Reports to: Executive Team (Executive and Artistic Director)

Vision

Park Theatre is a theatre for London today. Our vision is to become a nationally and internationally recognised powerhouse of theatre.

Mission

Our mission is to be a welcoming and vibrant destination for all. We choose plays based on how they make us feel: presenting classics through to new writing, musicals to experimental theatre, all united by strong narrative drive and emotional content.

Our creative learning activities will nurture new audiences and develop the next generation of theatre practitioners.

Park Theatre is a new venue situated beside Finsbury Park station, North London. The building comprises a 200 capacity Theatre, a flexible 90 seat theatre, rehearsal/workshop space and an all day cafe-bar.

The role

As our first Marketing Manager you will be responsible for the strategic and day-to-day Marketing, Promotions and in-house Design of Park Theatre. You will need to hit the ground running and be able to conceive, implement and execute a holistic marketing plan for Park.

Planning, initiating, and implementing marketing strategies and tactics to establish Park Theatre as the primary presenting venue in North London as efficiently and effectively as possible within agreed resources. Liaising with the Executive team on the future programme, pricing and marketing strategy in order to support the Vision and Mission.
Audience

- To gain a high level of understanding of our current audience and potential audience
- To comment on and inform programming
- To analyse our audience data and attendance data to identify how we can continue to grow our audience and to achieve that growth
- To grow our creative learning audiences
- To develop cross over strategies between auditoria, art forms and creative learning streams
- To develop cross marketing initiatives with external partners
- To continuously review pricing strategies to support access to art for our audience, yet maintain the commercial returns for our Producers
- To design and implement surveys to generate audience feedback on various productions and Park Theatre as a whole

Productions

- To work with our producers and ensure that they have a clear and well resourced marketing strategy - and assist where budget allows
- To ensure that Park theatre branding is maintained consistently across all productions
- To develop a supplier network (design, print, distribution) in order to assist our producers to benefit from group purchasing power
- To create and deliver the marketing plan for all Park Theatre productions
- To design and produce or supervise (where appropriate) the production and distribution of all printed materials for the theatre to include the season brochures and other associated leaflets/diaries/posters in order to maximise sales and to subsequently analyse their impact
- To design and produce or supervise (where appropriate) all advertisements, invitations, newsletters, or direct mail letters for Park Theatre and to place and monitor all media advertising
- To liaise with our Press Representative on all production matters
- To maintain, on a daily basis, all Park Theatre Social Media relating to Productions
- To be the main liaison with our Schools Databases and work internally to create packages to engage schools and other groups in the work of Park Theatre
Venue

- To develop and implement a marketing strategy that will promote the venue and its facilities to producers, community organisations and corporate users.
- To ensure that Park theatre Branding is maintained consistently across the building
- In liaison with the Executive Team, and visiting Producers, to manage and update the company website
- To liaise with our Press Representative on all venue matters
- To manage all in house displays, to update displays as necessary including the addition of reviews
- To maintain, on a daily basis, all Park Theatre social media
- To design and produce all building related advertisements, invitations, newsletters, or direct mail letters for Park Theatre and to place and monitor all media advertising
- To maintain external sites regarding all Park Theatre activities

Development

- Publicise Fundraising Events
- In liaison with the Development Director, promote and grow the Membership Scheme and promote the value of individual and giving to our audiences.

Finance

- In liaison with the Executive Director, to set the annual marketing budget
- To control the marketing budget to ensure that resources are managed as effectively as possible
- To monitor and record advance, maturity and booking patterns
- To report monthly on financial performance of department

This job description is expected to evolve during the course of any appointment.
Person Specification

Essential Experience/Skills

At least 2 years professional employment in the arts marketing

Educated to degree, or relevant qualification

Proven successful track record of growing attendances and sales in a theatre and entertainment context

Track record of developing with relevant team members, and implementing, new and successful marketing and sales campaigns

Proven successful track record in generating corporate business in an entertainment or hospitality context

Demonstrative rigour in research and analytic techniques

Graphic Design Skills

Good eye for design and publicity image aesthetics

Computer literate and CMS experience

Ability to create and control specific

Excellent writing, language and proof-reading skills

Understanding of Creative Learning Opportunities and their contribution to the Artistic Community

Desirable Experience/Skills

Experience and/or knowledge of video editing and production for website and YouTube stream

Knowledge of education sector

Knowledge of key theatre/arts networks

Experience of budget-holding
Personal and Professional Qualities

Organised and methodical with ability to multi-task across several projects
Clear and courteous communicator
Capacity for innovative and creative thinking
Flexible and adaptable to changing demands and new challenges
Ability to work collaboratively in a small team
Ability to work to tight deadlines
Good time management and self-starter
Committed to the arts and a good sense of humour
Numeracy, literacy and IT competence commensurate with the demands of the Post
Ability to work unsociable hours in line with the demands of the Post and the organisation

Application by submission of CV and covering letter stating how your experience and personal qualities meet the needs and demands of this role.

Please submit for the attention of the Executive Director to jobs@parktheatre.co.uk or post to:

Park Theatre
Clifton Terrace
Finsbury Park
London
N4 3JP