

Marketing Manager Application pack

Key Information

Job Title:	Marketing Manager
Responsible to:	Sales & Marketing Director
Line manages:	Marketing Assistant
Working with:	Head of Ticketing, Sales & Ticketing Manager
Salary:	£32,000 - £34,000
Contract:	Permanent, subject to three-month probationary period.
Hours:	Full time: 5 days / 35 hours per week Evening and weekend working will be required, and Time Off in Lieu (TOIL) is offered in exchange (part time 0.8FTE and job share applications will also be considered – feel free to contact us if you're considering making a joint application and we can answer any questions)
Flexible Working:	Park Theatre operates a TOIL policy and flexible working patterns including partial remote working (usually one day per week)
Holidays:	25 days per annum excluding bank & public holidays
Pension:	Park Theatre operates a company pension scheme with 3% company contribution, available to all staff
Notice Period:	One month during probationary period, three months thereafter
Other Benefits:	Complimentary tickets to Park Theatre shows Discount at Park Pizza (our cafe bar) Family friendly policies Access to training & support for professional development Season ticket travel loan and Cycle to Work scheme Employee Support Scheme, including complimentary flu vaccinations
Applications close:	Friday 10 January

PARK THEATRE

About Park Theatre:

Park Theatre opened in May 2013 after three years of planning and building and is comprised of Park200 (a 200 seat theatre with stalls and circle), Park90 (a flexible studio space), the Morris Space (a multifunctional room used for rehearsals, workshops, readings and the majority of our creative learning activity); Park Pizza & Bar and additional facilities (including offices, dressing rooms and a stage management office). We are a registered charity and a company limited by guarantee, overseen by a non-executive Board of Trustees. We have a talented and dedicated team of 16 permanent staff, plus a pool of casuals and volunteer ushers.

Park Theatre presents work of exceptional calibre in the heart of Finsbury Park. We strive to ensure that our building, and the work on stage, is inviting and accessible to all. We work with writers, directors and designers of the highest quality to present compelling, exciting and beautifully told stories across our two intimate spaces. Our programme encompasses a broad range of work from classics to revivals with a healthy dose of new writing, producing in-house as well as working in partnership with emerging and established producers from both the commercial and subsidised sectors. Within the industry, we aim to be a creative home from home for actors, writers, directors and producers; we offer our spaces as a platform for development, rehearsed readings or sharings of new projects, with the aim of securing a future life either on our own stage or on another. We are invested and rooted in our local community and seek to work with local residents, businesses and partner organisations to create a better Finsbury Park for everyone. In everything we do, we aim to be warm and inclusive; a safe, welcoming and wonderful space in which to work, create and visit.

Purpose of the Job:

Reporting to the Sales & Marketing Director, the Marketing Manager is part of a team responsible for promoting our wide range of artistic and community activity, building audiences and raising the organisation's profile. The primary focus is to support visiting productions across both our spaces and to lead on the delivery for a number of in-house shows. The Marketing Manager will maintain excellent communications with our audiences, visiting companies and co-producers and ensure that all revenue generating opportunities are fulfilled. Park Theatre will be launching a new, industry-leading website in spring 2025, with the Marketing Manager playing a key supporting role in the project.

Alongside working towards achieving sales targets and generating venue brand awareness, the post holder will also ensure we are meeting aims within our audience development strategy. Across all their work, the Marketing Manager will act as a guardian of Park Theatre's brand, upholding our high-quality standards. The Marketing Manager will directly line manage the Marketing Assistant, and work closely with the Sales & Marketing, Development and Creative Engagement departments and external producers to ensure consistency of approach in all our outward facing communications.

PARK THEATRE
Clifton Terrace
Finsbury Park
London N4 3JP

Box office: 020 7870 6876*
Office: 020 3697 4190
info@ParkTheatre.co.uk
ParkTheatre.co.uk

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Finsbury Park**

Main Responsibilities:

- Lead on communications with visiting producers and their marketing agencies, offering guidance with the planning and delivery of their campaigns to help reach financial and audience development targets
- Lead on the budget management and delivery of Park Theatre's comedy (Park Laughs) and family programming strands, and occasionally lead on the delivery of marketing campaigns for in-house Park200 productions
- Manage Park Theatre's digital communications schedule across email and social media, coordinating assets from visiting companies and creating engaging content for in-house productions, with the support of the Marketing Assistant
- Strategically target audiences through an effective email marketing schedule, monitoring analytics and maintaining the upkeep of ongoing audience development email campaigns, with the support of the Marketing Assistant
- Take a lead on the strategic planning and delivery of Park Theatre's digital advertising output, including Meta & Google Ads, with a data driven approach
- Act as a guardian for Park Theatre's brand and values, ensuring appropriate and consistent guidelines are maintained both internally and externally
- Work with external designers, creative agencies and web developers to produce print and digital marketing assets on time, to budget and in line with Park Theatre branding
- Work with the Sales & Marketing Director to provide meaningful insight into audience characteristics, analysing and identifying key customer trends and evaluate the effectiveness of campaigns and audience development strategies
- Assist in the creation of marketing assets beyond Park Theatre shows and contribute towards the promotion of the Creative Engagement programme, Park Theatre's Access Membership, Park Pizza and various Fundraising and Development projects
- Contribute towards Park Theatre's commitment to accessibility, ensuring our standards are upheld across all marketing content and assisting with the profile raising of our offering and membership scheme
- Oversee the day-to-day maintenance of Park Theatre's website, with the support of the Marketing Assistant
- Ensure compliance with Data Protection legislation and PCI are adhered to
- Provide regular updates on the effectiveness of marketing activity and show campaigns in weekly Sales & Marketing team meetings
- Attend marketing meetings with producers, offer guidance and support on best marketing practice to companies in the building

Press

- Attend meetings with Park Theatre's external press representatives (Mobius) and provide them with regular updates

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- Assist with the running of press nights alongside the Head of Ticketing, liaising with producers and external PR companies as required
- Attend press nights and support/deputise for the Sales & Marketing Director

Audience Development

- Lead on the development and growth of Park Up, Park Theatre's young person's scheme
- Assist the Sales & Marketing Director on implementing Park Theatre's audience development strategy
- Work with the Head of Ticketing to monitor quantitative and qualitative audience feedback via surveys
- Contribute to the continued development of the organisation's digital presence, identifying new ways to use digital technology to widen Park Theatre's audiences

Finance

- Record marketing costs for all visiting productions
- Manage the budgets for Park Theatre's comedy (Park Laughs) and family programming strands and occasionally in-house productions
- Adhere to financial systems and processes
- Plan, manage and monitor the approved marketing budgets ensuring that expenditure is kept within agreed limits
- Maximise income and minimise expenditure without loss of quality

General

- Uphold Park Theatre's vision and mission throughout all work activities and interactions
- Promote and maintain a positive inclusive working culture at Park Theatre, ensuring a safe and welcoming environment
- Actively engage with and contribute to professional development and training opportunities provided by Park Theatre
- Attend relevant internal and external events, meetings and conferences to inform the development of the Park Theatre's practices and nurture a collaborative working ethos
- Maintain a working knowledge of and adhere to staff policies as outlined in the Staff Handbook

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Person Specification

The successful applicant will demonstrate the following skills, experience and personal qualities:

Essential	Desirable
Demonstrable experience in a theatre or arts marketing role	Experience of using Spektrix
A passion and commitment to theatre	Experience of using DotDigital
The ability to build relationships with a range of stakeholders, including visiting companies, producers, internal producing departments, external marketing agencies	Digital marketing expertise, with experience of running Meta advertising and Google Adwords campaigns
Experience of producing content for and managing social media strategy	Experience of managing budgets and financial sensibilities
A creative visual flair, and an eye for marketing imagery	Good graphic design sensibility, and Photoshop or InDesign experience
Excellent attention to detail and keen proofing skills	Website CMS experience
A process-driven approach to working, with the ability to coordinate a high volume of projects simultaneously and to tight deadlines	Photography and videography experience
An enthusiastic, energetic self-starter with good initiative	Knowledge of digital and social media analytics and metrics, including Google Analytics/ GA4
Excellent planning, organisational and time management skills, and the ability to prioritise and work flexibly under pressure	
Sound numeracy and IT skills	
Excellent communication skills, and customer service and telephone manner	

Interested in this role but not sure you meet all the criteria? Please consider making an application to us anyway – we're keen to hear from people who are excited by what we do, and if this role isn't right for you, there may be other opportunities.

PARK THEATRE

Equal Opportunities

We are an inclusive organisation and an equal opportunities employer. Our aim is to create a diverse and inclusive working environment and our recruitment process is open to all, but we are particularly keen to hear from global majority and / or disabled candidates, as these groups are currently underrepresented in our teams. As a Disability Confident Scheme employer, we guarantee to interview all disabled applicants who meet the essential criteria for our vacancies.

If you feel that this applies to you, please include the following sentence at the end of your application letter: *I would like my application to be considered under Park Theatre's Positive Action policy.*

How to Apply

Please submit a statement explaining, in no more than two sides of A4, what attracts you to the position and evidence of your ability to fulfil the role and meet the person specification. If you are submitting a job share application, please send us a joint letter and include how you would approach the shared role.

Please also submit a CV (or two CVs) outlining your skills, experience and/or training to date (no more than two sides of A4) and complete our Equal Opportunities Monitoring Form here:

<https://bit.ly/4gl1tvC>

If you'd like to submit your application in another format, please do not hesitate to do so.

Applications should be addressed to **Dawn James, Sales & Marketing Director**, and sent via e-mail to jobs@parktheatre.co.uk.

By submitting and application to us, you confirm the following:

- The information you provide is correct at the point of submission
- You give your consent for Park Theatre to hold and process your data and information
- You give your consent for Park Theatre keep your application details on file for up to two years

Closing date for applications: **Friday 10 January, 5pm**

Interviews will take place **w/c 20 January 2025**

<https://www.parktheatre.co.uk/get-involved/jobs>

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