

JOB DESCRIPTION

JOB TITLE	MARKETING AND AUDIENCES OFFICER
CONTRACT STATUS	Permanent, full-time
SALARY	£28,000
HOURS	The usual working day is 9.30am – 5.30pm Monday to Friday, although some evening or weekend working may be required. 25 Days annual leave plus bank holidays
RESPONSIBLE TO	Marketing Manager
OTHER KEY WORKING RELATIONSHIPS	<p>Internal: Director of Marketing & Customer Experience Audience Engagement Assistant Box Office Manager Box Office Team Programme and Producing Manager</p> <p>External: Visiting Companies Theatre customers Local community groups and organisations External agencies – website, ticketing</p>

THE VENUE

The Yvonne Arnaud Theatre is a charity and Surrey’s only producing theatre. Our iconic building opened in 1965, thanks to public subscription. It’s a lively place to work, as part of a welcoming and supportive team.

The Marketing team comprises three full time staff, sharing an office with the Director of Marketing & Customer Experience, who leads at a strategic level.

We work with producers of week-long national touring drama productions, as well as looking after one night comedy, music and spoken word shows in both the Mill Studio and Main House. We also produce our own traditional panto and in 2022 we returned to producing national touring shows. Our programme is evolving as we work to bring new productions and companies to Guildford, offering blockbusters, such as Six, and shows from Mischief, alongside contemporary dance, family productions and classic dramas.

A multi-million pound project to transform the theatre and improve accessibility and sustainability is due to be completed in summer 2025, which includes the provision of a new lift and accessible toilets, and refreshed front of house spaces.

Our main auditorium has a capacity of 585, and the Mill Studio seats 80.

We pride ourselves on our professionalism, creativity, expert problem-solving and an ability to see the funny side.

JOB PURPOSE

The Marketing and Audiences Officer is responsible for managing our audience facing initiatives. This includes, but is not limited to:

- Managing the on-sale process for new shows.
- Contributing to email marketing campaigns.
- Keeping the website current and managing website development projects.
- Overseeing the marketing campaigns and activity for all Mill Studio events.
- Leading on social media schedules and content creation, with support from the Audience Engagement Assistant.
- Leading on data reporting from our CRM system, and other sources of information.
- Identifying new audiences for productions and events.
- Working with our Catering Manager, Fundraising team and Head of Creative Learning to ensure their activities are fully supported.

With other Marketing team members, they contribute as required by the Director of Marketing and Customer Experience to the achievement of the Yvonne Arnaud Theatre's marketing targets and objectives, with particular reference to the achievement of targets for sales via marketing campaigns.

THE PERSON

This is an exciting opportunity for a confident second jobber and team player to join our Marketing department. You will have previous experience in a marketing role, ideally within a live entertainment venue, and be ready to bring a fresh approach to developing audiences and managing data.

If you love the theatre, are happy reaching out to potential new bookers, designing a direct mail postcard and creating a report on website usage, then please apply!

DUTIES & RESPONSIBILITIES

- Implement the sales process for each new show or event, in collaboration with the Programming & Producing Manager, Marketing Manager and Box Office Manager.
- With the support of the Marketing Manager and visiting companies, create and implement marketing campaigns for the Mill Studio shows and events.
- To strategically identify new audiences for productions and events at the Yvonne Arnaud Theatre, developing initiatives to reach them and grow repeat attendance.
- With the rest of Marketing Team, create and deliver email marketing campaigns for all shows and events, as well as Catering, Creative Learning and Development departments.
- With the Audience Engagement Assistant, create and deliver lively, engaging content for web and social platforms.
- Support the marketing of Creative Learning, Development and Catering activities.

- Monitor and report on campaign effectiveness and audience trends via data analysis from our Box Office system (Spektrix) and data software, including Google Analytics and Meta Business Suite.
- Update the Yvonne Arnaud Theatre website, ensuring accuracy of information and maximisation of on-line sales (tickets, services and hospitality).
- Attend meetings as required.
- Carry out any other duties as required from time to time, taking into consideration the grade of the post and the capabilities of the post holder.
- Liaise with the Box Office Manager and her team to ensure their appropriate participation in relevant marketing initiatives and campaigns.
- From time to time, as directed by the Director of Marketing and Customer Experience, undertake other related marketing department duties and responsibilities as required.
- Deputise for the Marketing Manager as required.

Other

- Demonstrate an understanding of the Theatre's values, ethos and mission and to promote these through everyday practice in the role.
- Comply with all legislative, regulatory and policy requirements as appropriate.
- Comply with the Theatre's Financial Regulations and financial management procedures.
- Observe the policies, procedures, and practices of Health and Safety in all aspects of the role.
- Demonstrate the value and importance of equality and diversity in every aspect of the Theatre's work, and show commitment through everyday practice in the role.
- Work in accordance with, and promote, the Theatre's environmental sustainability policy and practices.
- Work continuously to improve individual knowledge, skills and behaviours for the current role and for the longer-term, undertaking training as required, gaining appropriate professional qualifications/accreditation and maintaining membership of appropriate professional bodies as appropriate.
- Participate in Theatre events, including when these are held in the evenings, at weekends or otherwise outside of normal working hours. Have the ability and willingness to work not only during the weekday daytimes, but also, as required, at weekends and on Bank Holidays.
- Undertake such other duties as may reasonably be required from time to time.

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
SKILLS / ABILITIES	<p>At least two years' experience in a marketing role.</p> <p>Experience of working in an arts, theatre or live entertainment environment.</p> <p>Proven ability to build strong relationships with influencers, groups and networks.</p> <p>Demonstrable project planning experience and evidence of high-level organisational ability.</p> <p>Ability to create assets for social, digital and print, and experience in creating content for social media.-</p> <p>Social media skills, including use of analytics.</p> <p>Experience of working with content management systems (we use Spektrix).</p> <p>Experience managing and uploading content to websites.</p> <p>Experience with InDesign, Canva and Adobe Photoshop.</p> <p>Excellent creative writing and proof-reading skills.</p> <p>Excellent attention to detail.</p>	<p>Experience of marketing in an arts, theatre or live entertainment environment.</p> <p>Demonstrable experience of strategic, successful audience development activity.</p> <p>Experience of working with a Box Office ticketing system (we use Spektrix).</p>
KNOWLEDGE		<p>Knowledge of print production and direct mail processes.</p> <p>Knowledge of Google Analytics, Audience Answers and / or other similar tools.</p>
QUALIFICATIONS	<p>High level of literacy, computer literacy and numeracy appropriate to the requirements of the Post.</p>	

<p>PERSONAL QUALITIES</p>	<p>Excellent communication skills and a positive manner when dealing with the public, stakeholders and industry colleagues.</p> <p>Good sense of humour.</p> <p>A passion for live theatre and entertainment.</p> <p>Ambition and drive with the ability to learn quickly.</p> <p>The drive to exceed targets and work to deadlines.</p> <p>Commitment to delivering excellent customer service.</p> <p>Ability to perform well as part of a team and take on a lead role in projects as required.</p> <p>Ability to be flexible to business needs and work calmly and effectively under pressure.</p> <p>Have a pro-active and positive approach to solving problems in a prompt and independent manner</p> <p>Flexible attitude and willing to work to meet programming requirements, including evenings, weekends and Bank Holidays as required.</p> <p>Willingness to undertake developmental opportunities.</p>	
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How to apply

Application is by application form and covering letter explaining your reasons for applying and your suitability for the position.

Application form can be found at: <https://www.yvonne-arnaud.co.uk/our-venue/jobs>

Deadline: Sunday 15 June

We currently offer a hybrid working model of up to two days remote working per week, according to business needs.

If you would like an informal conversation about this role, please contact Ellie Harman, Marketing Manager, on 01483 443922.

Data Protection – If you apply for a job or work experience at the Yvonne Arnaud Theatre, we will need to collect certain personal data and special category data as part of your application. By providing information within your CV and covering letter, you are consenting to its use for the purpose of processing your application and assessing your suitability to the position applied for. If your application is unsuccessful, our policy is to delete/destroy the application six months after the closing date. If we feel that your details would be useful to keep for a longer period, should an appropriate position arise in the future, we will seek your permission to maintain these records for longer than six months.

Notification – Whilst it is normally our policy to notify applicants as to the outcome of their application as soon as possible after the closing date, it is not always possible to do so. If you have not heard from us within four weeks of the closing date, please assume that your application has not been successful.