May 2019

Dear Applicant,

Thank you for your interest in the post of **Marketing Manager.**

Please find enclosed:

1. Job Description and Person Specification
2. About Theatre Royal Stratford East
3. Application Form

Completed applications are to be returned by **12 midday Tuesday 28 May 2019**

First round interviews will be held on Monday 3 June 2019.

Second round interviews will be held on Wednesday 5 June 2019

To apply for this position, please return your completed application form and monitoring form to [recruitment@stratfordeast.com](mailto:recruitment@stratfordeast.com)

You may find it helpful to look at the Stratford East website [www.stratfordeast.com](http://www.stratfordeast.com) for general information on the theatre’s policies, current programme and past history.

I hope that you will be interested in applying for the post

With best wishes,

Eleanor Lang

Executive Director

**JOB DESCRIPTION**

**Job title:** Marketing Manager

**Reporting to:** Head of Marketing and Sales

**Line Managing:** Marketing Officer

**Working with:** Box Office Manager, PR agencies, Artistic and Development Departments, Freelancers.

**Theatre Royal Stratford East**

Stratford East is a producing theatre in the heart of East London. We have a proud history and an exciting future. We tell stories, spearheading diverse work and champion often-marginalised voices on our stage. Under Nadia Fall’s Artistic direction, we present a bold programme of reimagined classics, timely revivals and ground-breaking new work.

Situated in the heart of the East End community, we run an engaging learning and participation programme and are accessible and open to all.

**Marketing Manager**

The main purpose of the role is to support the Head of Marketing and Sales in delivering the marketing strategy and delivering marketing campaigns to meet our ticket sales and audience development targets. The Marketing Manager is an integral role and will work closely with the wider team at Stratford East, and will devise and deliver campaigns across all departments including, our Bar/Café Meza East, theatre hires and work by other departments such as Development and Learning and Participation.

You will be the key point of contact for external companies such as PR agents, ticket agents and graphic designers and will oversee their work with a focus on quality of work and branding. You will oversee the hand to hand team and line manage the Marketing Officer.

The Marketing Manager is an enthusiastic individual who is well organised, a team player and has experience of taking ownership of campaigns. You have a clear understanding of building brand awareness and ideally would have delivered successful audience development strategies across diverse groups including D/deaf and disabled people and have seen through the life cycle of several campaigns in comparable venues.

**Key responsibilities:**

Campaigns – Productions

* Build and manage the Stratford East brand in London, nationally and internationally
* Devise and deliver all marketing campaigns to maximise awareness and attendance for productions. This includes, but is not limited to, research, planning, budgeting, monitoring, delivery and evaluation
* Work to meet and surpass annual ticket income targets, within agreed budgets.
* Manage reciprocal marketing campaigns with other venues to maximise marketing opportunities
* Assist external PR firms with setting up press interviews, and be the intermediary between the agency and company management
* To attend and assist on press nights and events, including evening and weekend work where necessary
* Liaise with ticket agents on marketing support plans and ensure they are fulfilled
* Monitor and evaluate all campaigns, ensuring the ROI and other key metrics are tracked. Report findings and use the results to inform and shape future marketing strategies and planning.

Campaigns - General

* Responsible for the accuracy of all marketing communications, maintaining the theatre brand at all times, and advocating for this across the organisation
* Support the Development Department in promoting our membership schemes and events.
* Devise and deliver campaigns to support the promotion of the theatre bar and café, Meza East, including but not limited to pre-show meals and events
* Promotion of sales when possible of programmes, play texts, merchandise, etc.
* In collaboration with the Learning and Participation Department, devise and deliver marketing campaigns to promote the programme of work including, but not limited to workshops, events and productions.
* Work with the General Manager on promoting venue hire where appropriate.

Digital

* Fulfil the Stratford East Digital strategy
* Maintain branding, accuracy of information and functionality of the TRSE website
* Creatively engage with the public through the creation and distribution of engaging digital content
* Work with the Marketing Officer on Stratford East’s social media output.
* Develop targeted email campaigns and review the effectiveness and report on lessons learnt to inform future strategies
* Work closely with the Box Office Manager to ensure information on Spektrix is up to date and accurate.
* Oversee visiting company data sharing process and ensure GDPR compliance
* Use quantitative and qualitative research to inform marketing campaigns
* Data analysis using Audience Finder, box office systems, Google Analytics

Audience development

* Fulfil the Stratford East audience development strategy.
* Identify and develop relationships with key groups, influencers and organisations
* Develop strategies for gaining audiences from underrepresented groups, including, but not limited to D/deaf and disabled audiences and people from disadvantaged backgrounds.
* Collaborate with the Development Department on identifying potential donors.

**General**

* To represent the theatre at some events, conferences and meetings etc.
* To maximise income and minimize expenditure wherever possible, without jeopardising the quality of the work or the reputation of TRSE
* To work with the Agent for Change on all elements of marketing activity.
* To be familiar with and abide by all TRSE Company Policies including, but not limited to, our Equal Opportunities Policy, Dignity at Work Policy and Health and Safety Policy
* To undertake any other duties as appropriate to the post

**PERSON SPECIFICATION**

**Essential**

Experience

* Minimum of 3 years in arts marketing including 1 year of campaign ownership
* Experience of brand guardianship
* Experience implementing targeted communications within a customer segmentation strategy
* Qualitative and quantitative research experience

Skills

* Budget management
* Excellent written English and flair for writing, editing and proofreading marketing copy
* Confident across all digital marketing methods including social media, email marketing, Google, and CRM
* Excellent prioritisation, organisation, time management and planning skills.

Personal attributes

* Ability to work flexibly with regular evening and weekend work.
* Commitment to equal opportunities and access to the arts for all.
* Strong interpersonal skills and the ability to build relationships internally and externally
* Creative approach to problem-solving and an eye for design

**Desirable**

Experience

* Understanding of a building based arts organisation (especially a producing house).
* Working with external PR agencies
* Marketing to diverse audiences
* Knowledge of the UK theatre infrastructure, current arts marketing practice and industry developments
* Experience of working within GDPR

Skills

* Managing Google and Facebook adverts
* Marketing membership schemes
* Adobe creative skills proficiency
* Line management

Personal attributes

* Experience of working with creative team members and artists
* Passion & enthusiasm for theatre and the arts
* A good understanding of diversity and inclusion and proven experience of working towards diversity and inclusion objectives

**Contract type:** Full time and permanent. Part-time would be considered. Please state in your application what you propose

**Salary:**  £28,000 - £30,000 (dependent on experience)

**Hours of Work:** 40 hours per week.

Usual office hours are Monday to Friday 10am to 6pm, with

occasional evening/weekend work required for which an informal

TOIL system is in operation.

**Holidays:** 22 days per annum plus bank holidays pro rata. This will increase

by 1 day for each full holiday year of service completed to a

maximum total of 25 days pro rata.

**Probation:** 6 months

**We are open to proposals for part-time and job-sharing (salary would be pro rata). Please state your intention in your application if applicable.**

**TRSE is committed to a policy of equal opportunities embracing diversity in all areas of activity and positively welcomes applications from D/deaf and disabled people and people of all ethnicities**

**About Theatre Royal Stratford East**

Since 1884, Theatre Royal Stratford East, the historic producing house in the heart of London’s East End has spearheaded diverse work, and championed often marginalised stories on its stage.

From 1953 – 1979 the theatre was the home of Joan Littlewood’s legendary Theatre Workshop Company. The Company received international recognition with their acclaimed productions such as Oh, What a Lovely War! and A Taste of Honey.

Many leading actors, writers and directors have been part of the Theatre Royal Stratford East family including Meera Syal, Barbara Windsor, Don Warrington, Sheila Hancock, Indhu Rubasingham, Tanika Gupta, Roy Williams and Cynthia Erivo to name but a few.

Under Nadia Fall’s Artistic direction, we present a bold programme of reimagined classics, timely revivals and ground-breaking new work.

Situated in the heart of the East End community, we run an engaging Learning and Participation programme and are accessible and open to all.