



115, Upper Street, N1 1QN | 0207 226 8561 | kingsheadtheatre.com

MARKETING MANAGER JOB APPLICATION PACK

The King's Head Theatre is looking for a creative, strategic and revenue-focused Marketing Manager to lead the venue's marketing, communications and audience development activities, and the development of our brand. You will have proven marketing experience, a genuine passion for small-scale theatre and the ability to communicate effectively with the 44,000 audience members we welcome through our doors every year.

In this application pack, you will find:

- An overview of the King's Head Theatre
- A job description
- A candidate profile

To apply for the role, please submit the following:

- A Covering Letter, detailing your suitability for the role
- A CV
- An equal opportunities monitoring form

Your CV and Covering Letter should be emailed to alan@kingsheadtheatre.com with 'KHT Marketing Manager application' in the subject line.

Your equal opportunities monitoring form should be emailed to info@kingsheadtheatre.com with 'KHT Marketing Manager equal opportunities form' in the subject line.

The closing date for applications is **Wednesday 4th August 2021 at 6.00pm**. There will be two rounds of interviews, the first round will be held over video call on **Friday 6th August** and the second round will be in person on **Monday 9th August**.

Start dates are to be negotiated with the successful candidate, but it is hoped that the new Marketing Manager will join us as soon as possible.

| | |
|---------------------------|---|
| Job Title | Marketing Manager |
| Reporting to | Executive Director |
| Length of contract | Permanent |
| Salary | £25,000 - £28,000 (pro rata), depending on experience |
| Hours | Flexible, from a maximum of 40 to a minimum of 24 hours per week, subject to discussion. Our standard office working hours are 10.00am - 6.00pm, Monday - Friday, with occasional evening and weekend work. |
| Holiday | 20 days per annum plus bank holidays |
| Location | We are based in Islington, North London but are open to discussing home working arrangements |
| Notice Period | 3 months |
| Probation Period | 1 month |

Our Organisation

The King's Head Theatre was established in 1970. Passionate about championing ethically produced fringe theatre, we are known for our challenging work and support of young artists. In 2019, 116,151 audience members saw a show of ours: 44,607 at our 110-seater home on Upper Street and 71,544 elsewhere. At our home in Islington we had 774 performances in 2019 of 95 different shows. We are committed to fighting prejudice through the work we stage, the artists and staff we work with and by producing work for minority audience groups. We believe in fair pay for all on the fringe and create accessible routes for early career artists to stage their work; work we are passionate about. Last year we announced the theatre is on the move. Subject to a fundraising campaign, the King's Head Theatre will move into a custom-built space in the heart of Islington Square in 2022, directly behind its current home securing the future of the venue for generations to come.

Everyone at KHT is encouraged to have ownership over the theatre we make and the way the King's Head Theatre behaves. It is a truly rewarding working environment that values diversity of ideas, people and stories.

Staff Team

| | |
|----------------------------------|---------------------|
| Executive Director & interim CEO | Fiona English |
| Interim Programme Director | Heather Ruck |
| Associate Producer & Programmer | Rohan Perumatantri |
| General Manager | Alan Stratford |
| Theatre Manager | Richard Lambert |
| Assistant Theatre Manager | Christina Gazelidis |
| Marketing Officer | Adam Poland |

Trainee Resident Directors

Amber Sinclair-Case
Matt Strachan
Monty Leigh
Ella Murdoch

Trustees

James Seabright (Chair)
Mary Lauder (Vice Chair)
Kate Farrell
Amanda Mascarenhas
Amanda Moulson
Molly Waiting
Richard Williamson

Job Description

The Marketing Manager is the head of marketing for the organisation, responsible for devising and delivering cost-effective campaigns and activities that maximise box office revenue and contribute to long term strategic objectives. They lead on audience development, communications, brand strategy, paid advertising, video content, photoshoots and market research. They line manage the Marketing Officer.

Key Responsibilities

- Devising and delivering effective marketing campaigns for King's Head Theatre productions and activities that maximise revenue from box office income and are in line with the organisation's strategic aims.
- Devising and implementing strategies to achieve long-term audience development objectives.
- Responsible for ensuring that the King's Head Theatre brand, voice and visual identity are consistently applied internally and externally.
- Overseeing all press activity for in-house productions and working with freelance PR's to achieve strategic communications objectives.
- Devising and implementing email marketing strategies to maximise new subscribers, open rates and click-through rates.
- Managing the annual marketing budget, ensuring that all campaigns and activity are delivered within budget and that marketing spend delivers a return on investment.
- Planning and overseeing market research, A/B testing and regular evaluations of marketing campaigns and long-term strategies, reporting on findings and implementing changes where necessary.
- Plan and implement all paid marketing spend, including search, display and paid social advertising.
- Line managing creative freelancers (graphic designers, photographers, filmmakers) to ensure that all marketing collateral is designed to a high standard within set deadlines.
- Writing marketing copy, creating graphic assets and designing third party adverts as required.
- Planning, filming and / or editing video marketing content for productions and activities as required.
- Attending and art directing photo shoots as required.
- Sign-off on all programmes, playtexts, brochures, emails and press releases copy for in-house productions and venue activities.
- Line managing the Marketing Officer; overseeing their workload, providing pastoral care and championing continual professional development.
- Contributing to weekly Sales & Marketing meetings, providing analysis and updates, and pitching ideas to the executive and wider team.
- Marketing contact for visiting main stage productions, providing support and guidance on sales and marketing and signing off key assets and collateral.

Alongside all other King's Head Theatre staff members:

- Be an ambassador for the King's Head Theatre in London, nationally and internationally.
- Represent the King's Head Theatre with diplomacy, discretion and courtesy at all times.
- Work alongside the King's Head Theatre team for the good of the venue and its reputation, and to always act in the best interests of the King's Head Theatre.
- Promote the work of the King's Head Theatre both within the industry and to all potential audiences.
- Work in an effective and compassionate way that contributes to the health and wellbeing of individuals within the organisation.
- Attend and contribute at weekly staff meetings.
- Occasionally attend Development events, with all other staff members.
- Adhere to the King's Head Theatre's health and safety procedures, Equal Opportunities policy, Ethical policy and Green activities at all times.
- Undertake additional tasks as required, commensurate with the overall purpose of the post.

Candidate Profile

Skills, experience and personal attributes

Essential

An strategic approach to marketing, communications and audience development that maximises box office revenue and delivers on charitable objectives
Exceptional written and verbal communication skills
Ability to manage budgets and report on finances accurately
Ability to analyse and interpret data to inform marketing campaigns
Ability to work effectively with external stakeholders at all levels of seniority
Creative flair, and the ability to transmit ideas to others
Interest in and knowledge of digital and social media trends and tools
Developed awareness of visual aesthetics and composition across print and digital mediums
Excellent computer skills and the ability to learn to use new software or programmes
Excellent degree of accuracy and attention to detail
An enthusiastic and supportive team member, capable of anticipating the needs of colleagues
Good organisational skills and the ability to work on own initiative
Good listening and negotiation skills
Line management experience
A genuine passion for small-scale theatre and opera

Desirable

Knowledge of the arts press landscape, at national and industry level
Knowledge of GDPR and data protection
Working knowledge of Photoshop, InDesign or other Adobe Creative Suite software
Working knowledge of Spektrix (or other marketing, ticketing and e-commerce software)
Experience using website Content Management Systems
Experience with email marketing software and creating e-newsletters
Experience managing Facebook and Google Business advertising accounts

The King's Head Theatre is an equal opportunities employer.

This means we welcome applications from all sections of the community, and we encourage people with different backgrounds, skills and stories to join us and influence our working practice.