

JOB DESCRIPTION

Job title:	Marketing Officer
Responsible to:	Press & Marketing Manager
Salary:	£23,000 – £25,000 dependent on experience
Hours:	40 hours per week. Additional hours, including evenings and weekends, may be required in order to fulfil the requirements of the post.
Holiday:	28 days pa plus Bank Holidays
Notice period:	4 weeks, after a probationary period of 4 months
Benefits:	Complimentary show tickets (subject to availability) 25% off food and drink at the Rose Café NOW Pension Scheme Ride to Work Scheme Season Ticket Loan

ABOUT ROSE THEATRE

Rose Theatre is the largest producing theatre in South West London.

With over 150,000 visitors a year, the Rose enjoys artistic and critical acclaim from our own productions and co-productions. Following a redevelopment project supported by charitable donations, our 822-seat auditorium has a refreshed ground area with new seating. Our extraordinary community arts venue also boasts a state-of-the-art studio theatre, numerous public spaces including the Rose Café & Bar and a large Gallery space that is currently undergoing refurbishment.

It is an exciting time to join the Rose, as it is undergoing a period of transformation following the appointment of Christopher Haydon as Artistic Director and you would be joining the Marketing and Communications team as we implement the final stages of a rebranding exercise. In just 12 years, the Rose has established itself as one of the most exciting young theatres in the UK.

Chief Executive
Robert O'Dowd

Artistic Director
Christopher Haydon

Advisory Associate Director
Sir Trevor Nunn

Rose Associate Artists
Jane Asher, Niamh Cusack & Melly Still

 @RoseTheatreKingston

 @RoseTheatre

 facebook.com/rosetheatrekingston



MAIN PURPOSE OF THE POSITION

We have an exciting opportunity for a competent, creative Marketing Officer to join the team. You will support the Marketing & Communications team with the delivery of the Rose's marketing strategy and provide valuable data insight in order to maximise box office sales, increase campaign efficiency and contribute to the theatre's audience development strategy. You will provide a critical level of support to the Marketing & Communications team during our closure over the pandemic and in readiness for the venue's reopening.

A key part of the position will be analysing and interpreting data in order to better focus campaigns and maximise revenue opportunities.

The ideal candidate for this role should be both creative and innovative, and digital and multimedia savvy. You will be well organised and must be an excellent communicator, content creator and writer. You should have a firm grasp of different digital touch points and tools to create and drive highly effective digital campaigns that engage our audiences and deliver on shared objectives.

DUTIES AND RESPONSIBILITIES

Marketing Campaigns

- Work with the Press & Marketing Manager and wider marketing team to implement the Rose's refreshed brand across all relevant platforms.
- Work closely with the Press & Marketing Manager to devise and implement seasonal and individual show/event campaign plans.
- Work collaboratively with colleagues in the marketing & press team to generate, compile and distribute creative and engaging content in order to drive engagement through website, social media and other digital platforms.
- Take ownership of the Rose's email marketing strategy and produce stimulating, relevant communications to targeted and segmented audiences.
- Provide digital marketing support to incoming companies as well as internal departments, including Development, Learning and Participation, Front of House and the Rose Café.
- Support the Press & Marketing Manager at promotional events.

Digital

- Work with the Box Office Revenue Manager, ticketing agencies and website developers to ensure that the customer's online experience, including purchasing tickets, is positive at all times.
- Update and maintain the Rose website, ensuring it is optimised to SEO best practice.
- Research, identify and develop ways of growing and developing new audiences through digital marketing.

- Utilise Google AdWords, Google Analytics, Spektrix, Dotdigital and further software applications to gain insight into audience behaviour.
- Work with the Press & Marketing Assistant to maintain all social media platforms and produce high quality, engaging content.
- Lead the CRM strategy in order to develop relevant segmented communications that address the needs of different audiences and enhance the customer experience.
- Maintain the marketing email schedule, ensuring it is kept up-to-date in collaboration with the Marketing and Development teams.
- To keep abreast of technical and social developments in order to advise the department and organisation on changing trends in digital marketing and new channels.
- Support the Graphic Designer in producing and editing promotional images, podcasts and trailers.

Reporting

- Analyse campaign performance in order to monitor, understand and target visitors and improve future activity — duties include analytics reporting, ROI analysis, audience mapping and demographics.
- Proactively report data trends and audience analysis to the marketing & press and wider Revenue team in order to influence campaigns.
- Work with the Front of House & Events Manager to update and maintain the Rose Café app and report on performance, visitor interaction and data trends.

Other duties

- Deputise for the Press & Marketing Manager when necessary.
- Act as a brand custodian and ambassador for the theatre.
- Provide relevant training to staff and work experience students as and when required.
- Attend internal and external meetings as and when required.
- Undertake any additional duties as may be reasonably required under the direction of the Press & Marketing Manager or the Director of Revenue.

PERSON SPECIFICATION

Essential

- Demonstrable marketing experience within an arts organisation/transferable sector.
- Self-motivated and able to work flexibly as part of a small team managing multiple priorities.
- Excellent oral and written communication skills.
- Knowledge of Spektrix or similar box office or other CMS system.
- Experience of creating and sourcing original digital content.
- Experience of writing and scheduling e-marketing campaigns.
- Experience of using website CMS to manage and publish content.
- Proven ability to think creatively and solve problems.
- Able to work to tight deadlines and to manage a busy and varied workload.
- Experience of researching and implementing targeted marketing to key interest groups.
- Excellent organizational skills and meticulous attention to detail.
- Able to work on own initiative as well as part of a dynamic team.
- Excellent skills on media channels and knowledge of digital trends.
- Passionate about theatre and the arts.

Desirable

- Direct experience in the theatre and live performance industry.
- Knowledge and understanding of Google Analytics and Google Ad Words.
- Experience of managing PPC (pay-per-click) campaigns across search, display and social media.
- Experience of video production and captioning.

Please note this job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indicating the main areas of activity and may be amended in consultation with the post holder as the role develops and/or priorities and requirements change.