
Job Description

Job Title:	Marketing Manager
Hours:	40 hours per week
Salary Band:	£30,000 - £36,000 per annum
Reports To:	Theatre Manager
Location:	The Other Palace

To apply please send your up-to-date CV and a cover letter outlining why you are suitable for the role by email to marketing@theotherpalace.co.uk. Please include your current notice period (if any) and when you would be available to start.

The deadline for applications is 5pm on Friday 13th May.

Please note interviews will be held W/C 16th May, we are looking for candidates to start as soon as possible. If you have any questions or would like more information about the role, please email marketing@theotherpalace.co.uk

Main Purpose

The Other Palace is looking for a motivated and enthusiastic Marketing Manager to join the team to create and deliver marketing campaigns for shows and events at The Other Palace (TOP) and to promote the venue itself. The key elements of the roles include:

- Creating and delivering marketing and PR campaigns for all in-house productions and visiting shows / events to drive ticket sales and to secure maximum media coverage.
- Promoting TOP venue identity in line with the artistic vision to promote the theatre to both audiences, visitors, local community, and businesses as well as to promoters and producers.
- Delivering all elements of campaigns working closely with the Theatre Manager.

General Information

The Other Palace is operated as part of Bill Kenwright Ltd. One of the largest commercial theatre producers in the UK.

The Other Palace is a lively, friendly, and inventive venue in London Victoria, featuring a 312-seat main theatre and a 120-seat studio theatre as well as a bar and restaurant. The venue is a place where the next generation of theatre-makers are encouraged, supported, and celebrated with a particular emphasis on new musical theatre.

In October 2021 The Other Palace was acquired by Bill Kenwright Ltd from Andrew Lloyd Webbers LW Theatres Group. The venue both produces its own productions as well as hosting and supporting new writing, new musicals, workshops, and engagement activities.

The Marketing Manager role is based at The Other Palace and reports to the Theatre Manager.

Responsibilities Include:

1. Leading on the creation and primary activity on all marketing and PR channels for TOP, including outdoor and print, tabloid, radio, TV, social media, and digital channels. This will include acting as a contact for media and PR enquiries (or working alongside external support organisations when engaged on projects).
2. Monitoring results from campaign activity to inform future strategy.

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3. Liaising with visiting Producers and in-house stakeholders in building the most effective and impactful marketing campaigns.
 4. Booking media for campaigns and negotiating spend to ensure campaigns are delivered within budget.
 5. Briefing and liaising with Graphic Designers and other Suppliers on the creation and delivery of assets (including show artwork, print, digital etc).
 6. Working with the Theatre Manager and Box Office Manager on the audience development strategy, focusing on utilising Box Office data and customer demographics to target and build new audiences alongside cross-pollenating existing customer segments.
 7. Ensure timely distribution of all print media, both within the building and externally, to ensure regular and smooth changing of posters, screen adverts, exit flyers, ticket inserts etc. with support from the venue departments as required.
 8. As required, and with support from the Theatre Manager, organise events, press calls, photoshoots, and other Press & PR activity.
 9. Lead on the upkeep of the websites and all online presence held by TOP and any other associated organisations as required.
 10. Maintaining a high standard of quality ensuring thorough proofing of assets / copy.
 11. Any other duties appropriate to the post and under the Equalities Act with due consideration to any employees with a "protected characteristic" and within the framework of equal opportunities.

PERSON SPECIFICATION

Position Title:	Marketing Manager	Date Prepared:	27/04/2022
Department:	Marketing		

AF= Application Form	I = Interview	T= Test
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	REQUIREMENTS	Essential	Desirable	Assessed
1.	EXPERIENCE AND KNOWLEDGE			
1.1	Experience of working in a marketing officer / assistant position	✓		AF/I
1.2	Experience of assisting on the delivery of large-scale marketing & promotional campaigns	✓		AF/I
1.3	Up to date knowledge of Box Office and CRM systems (e.g. Spektrix)		✓	AF/I
1.4	Demonstrable experience managing digital channels including website management, paid social media advertising, Google Analytics / Adwords / Tag Manager and tracking and analysing conversion rates / ROI		✓	AF/T/I
1.5	Experience of implementing audience development strategies		✓	AF/T/I
1.6	Basic experience of brochure design and distribution campaigns		✓	AF/I
1.7	Experience of liaison and relationship management with press and public relation activities		✓	AF/I
1.8	Experience of liaison and relationship management with external producers, marketing and PR companies		✓	AF/I
1.9	Excellent tact and skill in dealing with suppliers and external companies with experience of handling complaints and enquiries	✓		AF/T/I
1.10	Experience of general administration duties in an office environment	✓		I
1.11	Experience of budgeting and cost tracking	✓		AF/T/I
1.12	The ability to multitask in a busy environment and excellent Microsoft office skills	✓		AF/T/I
2.	COMPETENCIES			
	WORKING WITH PEOPLE			
2.1	a. Demonstrates an interest in and understanding of others b. Adapts to the team and builds team spirit c. Able to follow instructions accurately d. Listens, consults others and communicates proactively e. Supports and cares for others f. Develops and openly communicates self-insight such as an awareness of own strengths and weaknesses	✓		AF/T/I
	RELATING AND NETWORKING			
2.3	a. Establishes good relationships with customers and staff b. Builds wide and effective networks of contacts inside and outside the organisation c. Relates well to people at all levels d. Manages conflict e. Uses humour appropriately to enhance relationships with others	✓		AF/T/I

	REQUIREMENTS	Essential	Desirable	Assessed
2.4	ANALYSING a. Analyses numerical data, verbal data and all other sources of information b. Breaks information into component parts, patterns and relationships c. Probes for further information or greater understanding of a problem d. Makes rational judgements from the available information and analysis e. Produces workable solutions to a range of problems f. Demonstrates an understanding of how one issue may be a part of a much larger system.		✓	AF/T/I
2.5	DELIVERING RESULTS AND MEETING CUSTOMER EXPECTATIONS a. Focuses on customer needs and satisfaction b. Sets high standards for quality and quantity c. Monitors and maintains quality and productivity d. Works in a systematic, methodical and orderly way e. Consistently achieves project goals	✓		AF/T/I
2.6	ENTREPRENEURIAL AND COMMERCIAL THINKING a. Keeps up to date with competitor information and market trends b. Identifies business opportunities for the organisation c. Demonstrates financial awareness d. Controls costs and thinks in terms of profit, loss and added value	✓		AF/T/I
3	EDUCATION AND TRAINING			
3.1	A minimum of 5 GCSE grade A*-C passes, including in English and Mathematics.	✓		AF
3.2	A Degree level (or equivalent) qualification in English, Drama, Media studies or marketing / public relations	✓		AF
3.3	Experience of using Photoshop or InDesign software		✓	AF

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