

Job Description

POST DETAILS	
Organisation	The Marlowe Trust
Job title	Design & Brand Manager
Reports to	Director of Marketing and Communications
Grade	£31,385 per annum

JOB PURPOSE

To support the Director of Marketing and Communications through managing the creation of design work and the development of The Marlowe's brand, for the purpose of promoting The Marlowe's shows and activities and to achieve the theatre's mission.

PRINCIPAL ACCOUNTABILITIES

- To lead on the devising, managing and creation of designs for a wide range of digital and print marketing materials to promote The Marlowe's programme of shows, activities and services, for the purpose of reaching financial and audience development targets.
- To manage the development of The Marlowe's brand, ensuring the consistency of brand usage across the entire organisation.
- To manage the Design Assistant, ensuring the work that they produce is accurate, on-brand and delivered to agreed deadlines.
- To manage the website and its development, ensuring that the information it contains is accurate and up-to-date, for the purpose of promoting The Marlowe's shows and activities and communicating its mission.
- To use Google analytics to evaluate the success of The Marlowe's website, working with different departments to find ways to ensure that the website achieves its potential for delivering financial and audience development targets.
- To lead on the devising and creation of artwork for Marlowe Productions, for the purpose of meeting financial and audience development targets.

- To manage the delivery of design jobs for all theatre departments, working with Directors and Heads of Departments to deliver marketing designs that achieve financial and audience development objectives.
- To devise and manage the creation of digital audio and video content to help promote The Marlowe's programme and other activities.
- To design emails and web pages, using HTML coding, to ensure that the theatre's website and emails are effective in promoting The Marlowe Theatre programme and other activities and meet brand guidelines.
- To manage and organise photo shoots with external photographers, ensuring there is a proper brief and clear outcome on what is required, for the purpose of creating a photo library that communicates the theatre's work and mission.

REQUIRED ATTRIBUTES	
Knowledge	<ul style="list-style-type: none"> • Basic knowledge of the theatre industry. • Advanced knowledge of relevant design software.
Skills	<ul style="list-style-type: none"> • Advanced level of skills in using Adobe Creative Suite design packages including Photoshop, InDesign, Illustrator, Lightroom and Flash. • Advanced IT skills. • Good level of HTML, CSS and Java Script programming skills. • Advanced level of skills in using Adobe video editing software, including Premiere Pro, Bridge, After Effects and Audition. • Good level of experience using CMS website editing systems. • Good level of written and verbal communication skills.
Experience	<ul style="list-style-type: none"> • Good level of experience in commercial design, for both print and digital media. • Good level of experience designing in HTML for websites and email. • Good level of experience of film-making and editing. • Good level of experience of managing and developing a website. • Good level of experience using a Content Management System (CMS)
Qualifications	<ul style="list-style-type: none"> • GCSEs (or equivalent qualification) in Maths and English at Grade C or above.

JOB DIMENSIONS	
Annual budgetary amounts	Direct £0.00 Indirect £0.00
Number of staff reporting to the job holder	Direct 1 Indirect 0
Any other relevant statistics/information	

WORKING ENVIRONMENT
Some working in the evening and at weekends.

ORGANISATION CHART
See attached

February 2019