

Job Description

| POST DETAILS | |
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| Organisation | The Marlowe Trust |
| Job title | Marketing Manager |
| Reports to | Head of Marketing |
| Grade | MTT13 - £31,385 |

JOB PURPOSE

To support the Head of Marketing in delivering an effective marketing strategy for The Marlowe. To manage the Marketing Campaigns Delivery Team and to devise and implement marketing campaigns for The Marlowe's shows and activities.

PRINCIPAL ACCOUNTABILITIES

- To devise and implement marketing campaigns for The Marlowe's shows and activities, for the purpose of reaching agreed sales and audience development targets.
- To manage the Marlowe's Marketing Officers, ensuring that all marketing activity is undertaken to budget, in a timely, effective and accurate manner, to reach agreed sales and audience development targets.
- To negotiate show marketing plans with visiting producers and/or their marketing representatives, for the purpose of reaching sales targets and ensuring the positive reputation of The Marlowe.
- To deputise for the Head of Marketing as necessary to ensure the effective running of the department.
- To create persuasive marketing materials that convince existing and new audiences to book tickets for Marlowe shows and activities, for the purpose of reaching agreed sales targets and delivering The Marlowe's mission.
- To manage the production of publications for The Marlowe, including seasonal brochures and programmes, for the purpose of promoting its shows and activities and communicating its vision and mission.
- Working with The Marlowe's Data Analyst, to undertake regular campaign and audience analysis to inform and evaluate campaign activity.

- To ensure that staff are effectively recruited, have development opportunities, and are trained, supported and supervised so that they are able to meet their obligations and targets.
- To support the Head of Marketing in delivering The Marlowe’s strategic audience development plan, for the purpose of attracting new audiences to shows and activities.
- To contribute to the implementation of loyalty and demand management ticketing strategies, for the purpose of increasing ticket income and building customer loyalty.
- To ensure that all marketing activity and analysis undertaken by the marketing campaigns team is compliant with the General Data Protection Regulation 2016 and The Marlowe Trust’s Data Management Policy.
- To monitor the spending of agreed marketing budgets, to ensure that financial processes are followed and that spending stays within allocated budgets.
- To assist with the procurement and manage the relationships with suppliers of marketing services, in accordance with The Marlowe Trust’s policies and procedures.

REQUIRED ATTRIBUTES

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| <p>Required qualities</p> | <p>The Marlowe’s core values are to be authentic, supportive, resilient, collaborative, inclusive and passionate in everything we do.</p> <p>We actively seek to represent the diversity of our society.</p> <p>In order to live our values, our Marketing Manager needs to be:</p> <ul style="list-style-type: none"> • A positive problem-solver. • Target driven. • Passionate about building a motivated team. |
| <p>Knowledge</p> | <ul style="list-style-type: none"> • Good knowledge of marketing theory and practice across all platforms. • Good knowledge of relevant legislation and regulations, in particular data protection. • Good knowledge of customer relationship management or ticketing systems. • Basic knowledge of employment legislation and regulations, including health and safety |
| <p>Skills</p> | <ul style="list-style-type: none"> • Good level of marketing skills. • Good level of analytical skills. • Good level of interpersonal skills, with the ability to influence and negotiate with people at all levels of authority. • Strong written and verbal communications skills. |

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| | <ul style="list-style-type: none"> • Good level of creative copywriting skills. • Good level of people management skills. • Good level of problem-solving skills. • Good level of IT skills. • Good level of budget management skills. |
| Experience | <ul style="list-style-type: none"> • A good level of experience of working in marketing • A good level of experience in managing and developing staff. • Basic level of experience in budget management. |
| Qualifications | n/a |

| JOB DIMENSIONS | |
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| Annual budgetary amounts | 0 |
| Number of staff reporting to the job holder | Direct 3 Indirect 0 |
| Any other relevant statistics/information | |

| WORKING ENVIRONMENT |
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| <p>The Marlowe Trust is open to flexible working so talk to us about how you think you can best deliver this job and about your flexible working needs.</p> <p>The Marlowe's performances happen mostly in the evenings and at weekends. In order to deliver the best service to our customers, all of our posts, whether frontline, strategic, planning or support roles, require some evening and weekend working.</p> |

| ORGANISATION CHART |
|---------------------------|
| See attached. |

September 2021.