

**Job Description**

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| **POST DETAILS** |
| **Organisation** | The Marlowe Trust |
| **Job title** | Marketing Officer (Audience Development) |
| **Reports to** | Marketing Manager |
| **Grade** | MTT10 £22,987 |

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| **JOB PURPOSE** |
| To devise and implement marketing plans to support the delivery of The Marlowe’s Audience Development Strategy, achieve audience development objectives, financial targets and to support the theatre’s mission. |

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| **PRINCIPAL ACCOUNTABILITIES** |
| * To devise and implement agreed marketing and communications campaign plans for the purpose of meeting sales and audience development targets for The Marlowe’s shows and activities.
* To contribute to the implementation of The Marlowe’s audience development strategy, for the purpose of encouraging new audiences to attend shows and take part in activities.
* To create and produce marketing and communications materials to promote the theatre’s shows and activities.
* To lead on the marketing of The Marlowe’s Learning & Participation activity.
* To lead on the marketing of The Marlowe’s accessible peformances.
* To support the production of The Marlowe’s publications, including season brochures, for the purpose of promoting the theatre’s shows and activities.
* To undertake analysis of sales trends and to propose changes to marketing campaigns in response to these findings.
* To monitor the allocated budget used for marketing shows and activities, to ensure compliance with financial processes so that spending stays within the allocated budget.
* To assist with the management of print for the purpose of promoting the theatre’s shows and activities.
* To ensure that any processing of customer data complies with the General Data Protection Regulation Act 2016 and The Marlowe’s Data Management Policy.
* To assist with the organisation of promotional events, for the purpose of promoting The Marlowe’s shows and activities.
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| **REQUIRED ATTRIBUTES** |
| **Required qualities** | The Marlowe’s core values are to be authentic, supportive, resilient, collaborative, inclusive and passionate in everything we do.We actively seek to represent the diversity of our society.In order to live our values, our Marketing Officer needs to be:* A brilliant people person, able to effectively communicate with people from a wide range of backgrounds.
* Target driven.
* A team player.
* Passionate about equality and diversity.
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| **Knowledge** | * Good knowledge of marketing theory and practice.
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| **Skills** | * A good level of IT skills.
* A good level of creative copywriting skills.
* A good level of written and verbal communication skills.
* Good level of analytical skills.
* Good level of project management skills
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| **Experience** | * A good level of experience of working in marketing campaign delivery.
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| **Qualifications** | n/a |

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| **JOB DIMENSIONS** |
| **Annual budgetary amounts** | N/A |
| **Number of staff reporting to the job holder** | N/A |
| **Any other relevant statistics/information** |  |

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| **WORKING ENVIRONMENT** |
| The Marlowe Trust is open to flexible working so talk to us about how you thinkyou can best deliver this job and about your flexible working needs.The Marlowe’s performances happen mostly in the evenings and at weekends. Inorder to deliver the best service to our customers, all of our posts, whetherfrontline, strategic, planning or support roles, require some evening and weekendworking. |

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| **ORGANISATION CHART** |
| See attached |

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**September 2021**