

MARLOWE THEATRE

Job Description

POST DETAILS

Organisation	The Marlowe Trust
Job title	Marketing Officer (Audience Development)
Reports to	Marketing Manager
Grade	K

JOB PURPOSE

To devise and implement marketing plans to support the delivery of the Marlowe Theatre's Audience Development strategy, to achieve audience development objectives and to support the theatre's mission.

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 Theatre's shows and activities.
- To create and produce marketing and communications materials to promote the theatre's shows and activities.
- To lead the marketing of the Marlowe Theatre's Learning & Participation programme.
- To lead on the marketing of the Marlowe Theatre's accessible performances.
- To lead on the marketing of the Marlowe Theatre's Discovery Ticket scheme.
- 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 drive your own career and skills development, making the most of the opportunities made available to you.
- To work in a safe and legal way to comply with regulatory and legislative requirements.
- To live and represent the Marlowe's values.

REQUIRED ATTRIBUTES

Required Qualities	<p>The Marlowe Theatre'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 Officer (Audience Development) should be:</p> <ul style="list-style-type: none">• A great communicator• A creative thinker and problem solver• Interested in theatre and keen to learn more
Knowledge	<ul style="list-style-type: none">• Basic knowledge of the theatre industry• Good knowledge of marketing theory and practice
Skills	<ul style="list-style-type: none">• Good IT skills• Good creative copywriting skills• Good written and verbal communication skills• Good analytical skills <p>Good project management skills</p>
Experience	<ul style="list-style-type: none">• Good experience working in marketing <p>A basic level of relevant experience of working in the theatre industry</p>
Qualifications	n/a

JOB DIMENSIONS

Annual budgetary amounts	0
Number of staff reporting to the job holder	Direct Reports – 0 Indirect Reports – 0
Any other relevant statistics/information	

WORKING ENVIRONMENT

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.

The Marlowe's performances happen mostly in the evenings and at weekends. In order to deliver the best service to our customers, all our posts, whether frontline, strategic, planning or support roles, require some evening and weekend working.

ORGANISATION CHART

See attached

April 2025