
POSITION:	Marketing Manager
REPORTS TO:	Marketing Director
LOCATION:	London (West End office)
SALARY:	£32-35k
HOURS:	Full time, 40 hours per week

Established in 1999, London Theatre Direct is one of the UK's leading ticket agents. As one of the first companies to sell theatre tickets online in the UK, through to developing interactive seating plans, connecting to multiple API systems and becoming the first ticket seller in the world to accept bitcoin, London Theatre Direct continues to innovate using the latest technologies.

We connect directly to numerous box office ticketing systems and offer a vast range of events and millions of tickets for sale to shows in London and Broadway.

London Theatre Direct is part of Trafalgar Entertainment Group, a live entertainment business that produces Theatre Productions in the West End nationally and internationally and owns and operates distinctive venues as well as creating, distributing and live-streaming innovative content.

Job Purpose

To market and sell tickets via all LTD B2C channels and help ensure LTD is the agent of choice for producers and marketing agencies for pre-sales, offers and all marketing initiatives. To develop and clearly communicate LTD's marketing proposition and be a brand ambassador for LTD.

Key responsibilities:

- Plan, design and deliver commercially successful marketing campaigns for all B2C channels working closely with the Marketing Director, producers and marketing agencies
- Develop and grow marketing revenue through selling marketing services, including ad space
- Monitor sales performance / ROI and produce management reports for all B2C activities.
- Manage delivery of LTD's content strategy
- Monitor, track, analyse and report on website, email and social media performance
- Manage LTD's marketing assets and ensure brand consistency across all B2C channels
- Create multi-media content that that reflects search trends and amplify across all channels to drive engagement
- Manage, motivate and develop Content Writers (internal and external) to ensure the timely delivery of content to the site.
- Research industry trends and build industry relationships to understand competitive forces in the market and develop solutions that ensure we react quickly and effectively to a changing landscape
- Represent the company at external supplier events when necessary, including interviews, previews and press nights.

Experience and skill required

- A passion and understanding of the theatre industry
- Experience of working with producers and marketing agencies.
- Deep understanding of digital marketing and e-commerce
- Experience working with internal content management systems
- Excellent copy writing skills
- Strong data analysis capabilities, and proficiency with Google Analytics
- Proficient across all social media channels and experience with video production
- Innovative and creative thinker

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- Strong time management skills
- Self-motivator with excellent written and verbal communication skills
- Experience working in a fast-paced environment
- High levels of attention to detail with a naturally structured approach

To apply, please send a CV and cover letter to recruitment@trafalgarentertainment.com with the subject line 'LTD Marketing Manager'.

Application deadline is Wednesday, May 5th. Early applications are encouraged as suitable candidates may be invited to attend an interview prior to the closing date.

London Theatre Direct is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.