

# Senior Marketing Officer



Job Description  
Person Specification

June 2021

## ORGANISATIONAL OVERVIEW

**G Live** is part of HQ Theatres & Hospitality's (HQT&H) portfolio of eleven regional theatres and live entertainment venues and is part of the Trafalgar Entertainment family.

Currently managing 11 sites on behalf of local authorities across the UK; from live music venues and concert halls to large auditoria presenting top West End productions, high profile live music and comedy, ballet, opera and family theatre, HQT&H are recognised for providing industry-leading hospitality and first-class customer experiences.

Located in the heart of the Guildford town centre, in the Surrey Hills, G Live is one of Surrey's premier live entertainment, conferencing and hospitality spaces, hosting the very best artists and performers from across the globe and operating as a vital part of the region's business and tourism offer.

Its Main Hall is a highly flexible space with sophisticated acoustic installation and unparalleled views, seating up to 1031 people (theatre style) and 1700 (standing). Its ability to be transformed for banqueting and non-traditional seating formats make it the ideal location for the highest profile touring artists, corporate and community hirers alike. The full-time main hall programme is complemented by two 100-capacity spaces, The Bellerby Studio and the Glass Room.

Set to celebrate its tenth year in the heart of Guildford in 2021/22, G Live has provided a vital service to the local community during the coronavirus pandemic, operating as a mass vaccination centre for the NHS. As the Arts industry looks set to return in the latter part of this year, we are seeking skilled, experienced and passionate individuals to join our outstanding team as we enter an exciting new phase.

## JOB DESCRIPTION

- Job Title:** Senior Marketing Officer
- Employment type:** Full Time
- Salary:** Up to 28,000 per annum (depending on experience)
- Hours:** 40-hours per week, with some flexibility of working times, in line with requirements of the job. This may include evenings, weekends and bank holidays where appropriate.
- Work location:** Office based. Some level of home-working/flexible working may be available.
- Reporting:** Reports to the Marketing and Sales Manager.
- Purpose of the role:** A critical role within the in-venue Marketing and Sales function at G Live, the Senior Marketing Officer is responsible for managing key relationships with external promoters and suppliers; and for the development, delivery and analysis of integrated marketing campaigns for shows, hospitality events, creative learning initiatives and its associated products and services.
- Operating across the full marketing mix, but with a particular focus on digital and content-based marketing, the Senior Marketing Officer will create high impact campaigns, deliver audience development initiatives and play a vital part in the development, administration and continued success of G Live's marketing and sales strategy.
- Our ideal candidate:** You will be a confident communicator, with experience of working in a fast-paced marketing role, ideally in the Arts or wider cultural sector. You will be creative, have a great eye for detail and demonstrate a clear understanding of digital and social media marketing best practice. A broad experience of managing projects and/or multiple stakeholders would be a bonus.
- For an informal discussion contact:** Ian Wilmot, Marketing and Sales Manager  
01483 739045 [iwilmot@glive.co.uk](mailto:iwilmot@glive.co.uk)
- Closing date:** Wednesday 14 July 2021
- How to apply:** Please complete the Application Form, which can be downloaded on the careers page at [www.GLive.co.uk](http://www.GLive.co.uk) and submit alongside a covering letter to [applications@glive.co.uk](mailto:applications@glive.co.uk). Please note. CVs without an associated application form will not be considered.

**MAIN DUTIES & RESPONSIBILITIES**

- To develop, deliver and analyse highly effective marketing campaign plans for G Live's live events programme, hospitality events, creative learning initiatives and associated products and services, to achieve sales targets and organisational objectives.
- To manage the venue/client relationship with external promoters and show-specific marketing agencies in the development and delivery of agreed, costed marketing campaign activity.
- To support the in-venue and central marketing and ticketing teams in the scheduling of on-sale and announcement processes for all new events.
- To support the in-venue and central marketing and ticketing teams in the development and management of the G Live website, blog and pre-order app.
- To oversee the development of a diverse range of creative assets including for print, direct marketing, advertising and digital/social channels.
- By using thorough copywriting and proof-reading processes, ensure that all written and visual communications produced by G Live are of the highest quality.
- To develop an expert understanding of G Live's current and potential audiences, and to contribute to relevant audience development campaigns in line with strategic objectives.
- To contribute to the development and ongoing management of membership schemes, including the creation of newsletters, targeted promotions and bespoke events.
- To monitor and report on campaign effectiveness using data from available sources including the ticketing system, social media insight and analytics tools.
- To manage new and existing supplier relationships with design and print agencies, media providers, PR lists and the wider regional arts community.
- To actively contribute to conversations regarding the development of refreshed departmental and organisational processes, creative approach, channel planning and activities relating to G Live's reputation and perception.
- Liaise with the in-venue and central ticketing team to ensure their appropriate participation in relevant marketing initiatives and campaigns.
- To actively contribute to the departmental workflow management systems, with particular task management of the wider marketing team.
- To support a range of departmental administration tasks including budgeting, invoicing and workflow planning.
- Deputise for the Marketing & Sales Manager as required.

## OTHER DUTIES AND RESPONSIBILITIES

The post holder will:

- Ensure all duties are carried out in accordance with departmental and company Health & Safety procedures.
- Dress in accordance with Company uniform policy and wear protective clothing as issued, if applicable.
- Attend meetings as required.
- Undertake any relevant training and development that may be required and keep abreast of developments in his/her field of expertise.

This Job Description is not an exhaustive description of the required duties. The post holder will be required to adopt a flexible approach to the role and its responsibilities. In particular, from time to time, you may be required to undertake such alternative or additional duties as may be commensurate with your skills, experience and capabilities.

## PERSON SPECIFICATION

In order to be considered for this post you will need to evidence and demonstrate:

CRITERIA	ESSENTIAL	DESIRABLE
<b>SKILLS REQUIRED</b>	<ul style="list-style-type: none"> <li>• Excellent project management and organisational skills.</li> <li>• Marketing campaign planning.</li> <li>• Demonstrable stakeholder communication skills including the use of phone, video conferencing and face-to-face interactions in a business setting.</li> <li>• Excellent creative writing and proof reading skills.</li> <li>• A high level of literacy, computer literacy and numeracy appropriate to the requirements of the post.</li> <li>• A good creative eye.</li> </ul>	<ul style="list-style-type: none"> <li>• Skilled in using Adobe Creative Suite and/or other design packages.</li> </ul>
<b>ATTAINMENT</b>	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent experience.</li> </ul>	<ul style="list-style-type: none"> <li>• A relevant qualification in marketing or a related field.</li> </ul>
<b>KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>• Understanding of marketing and communications principles.</li> <li>• Knowledge of the UK live entertainment market, its products and popular culture.</li> <li>• A demonstrable knowledge of using social media channels, particularly Facebook, Twitter, Instagram and LinkedIn.</li> <li>• Knowledge of writing for different audiences and channels.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of the print and production process.</li> <li>• Knowledge of Guildford and the surrounding area.</li> <li>• Understanding of display, paid search and SEO.</li> <li>• Google and web analytics.</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Previous experience working in a relevant marketing or communications position.</li> <li>• Proven track record of building strong relationships with multiple internal and external stakeholders.</li> <li>• Experience of website content management.</li> <li>• Experience of email marketing best practice.</li> <li>• Experience of analysing marketing metrics and reporting.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working within a marketing role in the Arts or other cultural destination space.</li> <li>• Experience of using a Box Office ticketing system, particularly Audience View.</li> <li>• Experience of using project management tools.</li> </ul>

<b>DISPOSITION</b>	<ul style="list-style-type: none"><li>• Team player.</li><li>• Excellent attention to detail and presentation of work.</li><li>• Innovative and creative thinker.</li><li>• Outstanding communicator.</li><li>• Ability to build and maintain strong working relationships with a wide variety of stakeholders.</li><li>• Work well under pressure and able to meet tight deadlines.</li></ul>	<ul style="list-style-type: none"><li>• Good sense of humour</li><li>• Passion for music, comedy, live theatre or performance.</li><li>• Digital native.</li></ul>
<b>OTHER</b>	<ul style="list-style-type: none"><li>• Willingness to undertake training and developmental opportunities.</li><li>• Willingness to work occasional evenings, weekends and/or bank holidays, as required.</li></ul>	