



# Marketing Officer

Job Description  
Person Specification

September 2021

**Wycombe Swan** 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. **HQ Theatres & Hospitality** manage 11 venues 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.

**Wycombe Swan** is located in the heart of the High Wycombe town centre and comprises of three distinct spaces to provide the people of Buckinghamshire with top-quality musicals, drama, comedy, dance, family shows, one night events, and a world-class pantomime. With a capacity of 1,076 seats, the Main auditorium boasts superb acoustics, a large stage and adaptable seating. The historic Old Town Hall offers a smart, distinctive, multi-use space with staging and seating up to 400 and 600 standing. Rounding off the spaces is the ornate Oak Room, providing a glorious and elegant setting for events of up to 120 people. More than just high quality programming seen in the main space, Wycombe Swan regularly hosts conferences, graduations, parties and weddings, with exquisite food provided by the in-house catering team.

The Wycombe Swan and Old Town Hall has always been at the heart of the Wycombe community. We are proud to be a venue that supports local community hires, alongside nurturing the young talent of Bucks through our youth drama activities. Playing our part during the Coronavirus pandemic operating as a vaccination centre for the NHS, we are now looking to grow our team with passionate and talented individuals.

- Employment type:** Full Time
- Salary:** c. £22,000 p.a. dependent on experience, ability and potential
- Hours:** 40 per week over 5 days out of 7, subject to variation to meet business requirements. This may include evenings, weekends and bank holidays.
- Work location:** You will be based at Wycombe Swan, High Wycombe and may be required to travel to and work at other HQT&H venues. Approved travel expenses will be reimbursed.
- Purpose of the role:** To promote Wycombe Swan, its activities and performances to external audiences; to support the marketing and sales functions; to support the Marketing & Sales Manager in supporting the venue business plan and ensuring audience targets are met through robust and creative strategies.
- Our ideal candidate:** We are looking for a well-organised, self-motivated team player with a strong passion for delivering outstanding marketing campaigns. A hard-working and strong communicator with a can-do attitude and a great eye for detail.
- For an informal discussion contact:** Lizzie Ludgate , Marketing and Sales Manager , lludgate@wycombeswan.co.uk
- Closing date:** Monday 4<sup>th</sup> October 2021 , 12pm
- How to apply:** Please complete an Application Form available at [wycombeswan.co.uk](http://wycombeswan.co.uk) and submit with a covering letter to [admin@wycombeswan.co.uk](mailto:admin@wycombeswan.co.uk) with the subject title 'Marketing'.
- Tell us why you think you are suited to this role, why it interests you and how we'll benefit from having you on board!

**REPORTING**

You will report directly to the Marketing and Sales Manager.

**KEY ACCOUNTABILITIES****Strategic**

- With other marketing colleagues, contribution to the achievement of Wycombe Swan's marketing targets and objectives, with particular reference to driving ticket sales through effective campaign management.
- In collaboration with external promoters and the Marketing & Sales Manager to create, execute and manage campaigns for shows and hospitality events to achieve agreed financial targets.
- In conjunction with the Marketing & Sales Manager liaise with the design and print agency to produce effective promotional collateral to promote theatre shows and hospitality events.
- Working with HQ Theatre's media planning agency to ensure effective media usage and value for money.
- Campaign development for community and education projects to ensure maximum attendance.

**Operations**

- Development and implementation as required of innovative e-shots as an integral and timely element of all show marketing campaigns, in order to help meet or exceed financial targets.
- Monitoring of campaign effectiveness and audience trends via data analysis from the ticketing system (Audience View) and data software
- Copy writing, proof reading and repurposing content as required and to a high standard.

**Press and PR Responsibilities**

- As directed by the Marketing and Sales Manager and in partnership with representatives from visiting companies, creation and management of highly-effective and innovative press and PR schedules for all week-long and one-night shows to ensure all shows meet or exceed financial targets.
- To cultivate and manage excellent relationships between Wycombe Swan and relevant media publications, in order to maximise positive coverage for the Venue, and so to contribute to ticket and hospitality sales targets.
- To assist with the management of press nights and press launches, including issuing invites, chasing responses and working at the event.

**Digital Growth**

- To assist with the management of the website for the venue, ensuring accuracy of information and maximisation of online sales at all times.
- To assist with the planning of digital and social media, to include website, emails and social to help deliver growth in-line with marketing objectives.

- Create and edit visually effective content for use across all digital and social platforms.
- Manage and develop all social media channels of Wycombe Swan including Facebook, Twitter, Instagram and Linked In, organically increasing followers and engagement.
- Run effective paid campaigns across all social media channels to achieve increased sales.
- Be aware of and respond to social media trends, developing an effective presence on new platforms.

### **Audience Development**

- To work closely with the Marketing & Sales Manager to develop and execute strategies to reach and engage new audiences in key postcode areas to grow and strengthen ticket sales.
- To support initiatives for friends memberships and increasing sales of HQ Theatre Vouchers at key selling periods throughout the year.
- Review competitor offerings and communications on a regular basis to maintain a strong competitive advantage in the marketplace.

### **Administrative**

- To support the marketing team with administrative duties, including sales on sales, reporting, managing schedules, planners
- To be responsible for the co-ordination of marketing volunteers and internships.

### **Other Responsibilities**

- Undertake any relevant training and development that may be required, and to keep abreast of relevant industry developments.
- Adherence to all Group and Theatre Health & Safety at Work procedures, to minimise the risk of injury and accidents, personal and to others.
- Dress in accordance with Company uniform policy, and wear protective clothing where issued and instructed.
- Attend and, if required, note take meetings as required.
- At all times, act as an ambassador for the venue and HQT&H.

This Job Description is not an exhaustive description of your duties. You will be required to adopt a flexible approach to your role and 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:

### Experience

- Experience of marketing in a live entertainment environment and a proven ability to build strong relationships with promoters, press, media and agency contacts
- A demonstrable knowledge of using social media channels, particularly Facebook, Twitter, Instagram and LinkedIn.

### Skills

- A high level of organisational skills is a necessity of this role.
- Excellent communication skills and manner when dealing with the public, stakeholders and industry colleagues.
- Excellent creative writing and proof reading skills.
- Literacy and numeracy appropriate to the post, fully computer proficient (MS Office) in Outlook, word and Excel
- The ability to perform well as part of a team and take on a lead role in projects as required

### Attitude

- A strong customer service focus and a genuine desire to deliver an excellent experience, every time.
- A pro-active and positive approach to solving problems in a prompt and independent manner.
- A 'can-do' attitude and a positive, flexible approach to the job role, work colleagues and peers.
- A presentable, professional and approachable manner which sets an example for others to follow.
- Willing to work flexible hours including evenings, weekends and Bank Holidays.

### Desirable

- Experience Skilled in using Adobe Creative Suite and/or other design packages.
- Experience of working with Web content management systems and Google Analytics
- Experience of working with a Box Office ticketing system
- Knowledge of High Wycombe and the surrounding areas
- A passion for live entertainment and/or the arts