

PRODUCTION MARKETING MANAGER, LONDON

POSITION:	PRODUCTION MARKETING MANAGER
REPORTS TO:	Head of Production Marketing
LOCATION:	The Strand, London
HOURS:	Full time, 40 hours per week
SALARY:	£40-£45k per annum

About Trafalgar Theatre Productions

Co-founded by Sir Howard Panter and Dame Rosemary Squire in 2017, Trafalgar Entertainment is a premium international live entertainment business.

Trafalgar Theatre Productions is the theatre arm of the business and produces new shows and classic musicals in London, on UK tour and internationally. Recent productions include the Tony and Olivier award-winning smash hit musical, *Jersey Boys* (Trafalgar Theatre and UK Tour), a major revival of the classic award-winning musical, *Anything Goes* (Barbican Theatre and UK Tour), the tenth anniversary UK & Ireland tour of the acclaimed National Theatre production of *The Curious Incident of the Dog in the Night-Time*, the hilarious new comedy, *Death Drop* (London and UK Tour), the 2021/22 World Tour of *The Rocky Horror Show*, the Lincoln Center's award-winning production of *The King and I* (London Palladium and UK Tour) among others.

The Role

As Production Marketing Manager, London you will join our expanding Production Marketing team based in Central London, working in-house to deliver campaigns for our West End and Greater London productions. This is a key role in a busy production office as we continue to develop and expand the production portfolio.

Your responsibilities

- Lead on the campaign strategy, planning and delivery for plays and musicals in the West End.
- Take ownership of day-to-day management and ensure fulfilment of campaigns working in co-operation with partner agencies, co-producers and the Head of Production Marketing and Sales.
- Manage third-party ticket agents, planning pro-active sales campaigns with them.
- Continually pro-actively come up with new creative ideas to sell tickets for our productions.
- Maintain detailed campaign reports for upward stakeholder management.
- Alongside the Head of Production Marketing and Sales, liaise with Box Offices to collaboratively agree ticket pricing, and manage revenue management strategies, ensuring we maximise box office income.
- Briefing artwork where appropriate and managing creative brand development.
- Working across the business, including with Trafalgar Theatres and other lines of business to ensure cross group promotion.

Your skills

- Proven experience in marketing management, including campaign planning, strategy, budgeting – ideally gained within an entertainment setting
- A problem-solving self-starter who isn't afraid to roll their sleeves up and get into the detail on campaigns, with the ability to think on their feet.
- Strong attention to detail with the ability to show enthusiasm and initiative.
- Enthusiastic with a can-do attitude and can deliver on ideas.
- Excellent administration skills

To submit your application, please submit a CV and cover letter to recruitment@trafalgarentertainment.com with why you think you're right for the role by **Wednesday 22nd June 2022.**

Trafalgar Entertainment is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.