

CREWE LYCEUM THEATRE

CHESHIRE'S LANDMARK EDWARDIAN THEATRE | THRILLING AUDIENCES SINCE 1911



Marketing Officer

Job Description
Person Specification

August 2022

ORGANISATIONAL OVERVIEW

Crewe Lyceum is one of 11 venues within **Trafalgar Theatre's** portfolio of regional theatres and concert halls. **Trafalgar Theatres** is the UK's leading regional theatre specialist and part of Trafalgar Entertainment. Trafalgar Theatres currently manages 18 venues on behalf of local authorities, with capacities ranging from a 200 seat arts centre to a 2,400 seated/standing theatre. In 2019, we programmed a total of 2,354 shows which attracted attendances of over 1.5 million.

Trafalgar Entertainment was co-founded by Sir Howard Panter and Dame Rosemary Squire in 2017 and is a premium international live entertainment business focused on new productions, the distribution of live-streaming innovative content and the provision of amazing spaces where people can come together to share in the experience of live entertainment. Trafalgar Entertainment is home to Trafalgar Theatre, Theatre Royal Sydney, Olympia Theatre, HQ Theatres & Hospitality, Trafalgar Theatre Productions, Trafalgar Releasing, Stagecoach Performing Arts, London Theatre Direct, Luke Shires Marketing, Jonathan Church Productions, Chiswick Cinema and More2Screen.

Crewe Lyceum Theatre is Cheshire's landmark Edwardian theatre with 677 seats and an elegant and comfortable auditorium which is in excellent decorative and operational order and has been thrilling audiences since 1911. Now operated by Trafalgar Entertainment, the Company has significantly invested in the fabric of the building from period frontage through to breath-taking Edwardian auditorium. The building now presents itself as a comfortable and pleasing entertainment complex in which to enjoy theatre, entertainment and hospitality. Working in partnership with Cheshire East Council, we have launched a new programme of Creative Learning, Engagement and Professional Development. Supporting our renewed focus on engagement this investment includes the transformation of the former English Touring Theatre rehearsal facilities into a brand new, multi-purpose 110 seat Studio to widen the reach of the Theatre's performance activities, outreach work and further develop our audience potential.

JOB DESCRIPTION

- Employment type:** Full Time
- Salary:** £21,000 per annum
- Hours:** 40 per week over 5 days out of 7, subject to variation, and will include evenings, weekends and Bank Holidays from time to time to meet business requirements.
- Work location:** You will be based at the Lyceum Theatre, Crewe and may be required to travel to and work at other Trafalgar venues.
- Purpose of the role:** You will be a key player in the Lyceum's Marketing team, working to achieve sales targets through the development and delivery of marketing activity for the venue's live entertainment and community events programme. Working within a small team, in liaison with tour promoters, you will work across the full marketing mix, with a particular focus on digital marketing, social media channel management and community engagement.
- Our ideal candidate:** We are looking for a well-organised, self-motivated team player with a passion for developing and delivering outstanding marketing campaigns. Our ideal candidate is a strong communicator with a great eye for detail who wants to learn and develop in a fast-paced and creative environment.
- For an informal discussion contact:** Tara Sundaram, Marketing Manager
01270 508790, asundaram@crewelyceum.co.uk
- Closing date:** Monday 19 September, 5 PM
- How to apply:** Please complete the application form available at crewelyceum.co.uk and submit a covering letter to recruitment@crewelyceum.co.uk.
- Make sure to tell us why you would be suited to this role, why it interests you and why we'll benefit from having you on board.

REPORTING

You will report directly to the Marketing Manager.

In this role, you will also liaise regularly with the Theatre Director, Hospitality Manager and Creative Learning & Engagement Manager, Venue Management and Ticketing Teams.

KEY ACCOUNTABILITIES**Marketing**

- As directed by the Marketing Manager and in partnership with external promoters and internal colleagues, create and manage effective marketing campaigns for live events to achieve agreed financial targets and marketing objectives.
- Oversee marketing campaigns and producer relationships for one-night products.
- Liaise with agencies as directed to produce print and other assets to market shows.
- Monitor campaign effectiveness and audience trends via data analysis from ticketing system, Google Analytics and Meta, for all campaign channels.
- Organise display of print in venue, including liaising with producers, signing off proofs, receiving and organising materials and ensuring Front of House displays and signage are up-to-date and relevant.
- Seek out opportunities for, and manage, block-booked advertising sites across channels to raise venue profile and market shows.
- As directed, work with colleagues and Central Ticketing Team to support the on-sale process including: asset creation, web page set-up, member communications, social media announcements and creation of marketing plans.
- Work with colleagues to plan, create and deliver digital and social media marketing communications, to include website, emails and social media, generating growth in-line with venue objectives.
- Keep the venue website up to date, ensuring accuracy of information and maximising opportunity for online sales.
- As directed by the Marketing Manager, develop social media channels including Facebook, Twitter, Instagram and Tiktok to organically increase followers and engagement, promote shows at the venue on agreed schedules and respond to customer contacts.
- Run effective paid campaigns on social media channels to increase sales.
- Develop engaging campaigns to support Creative Learning projects, including Youth Theatre, to maximise participation.
- Create visually effective marketing content and ensure marketing meets brand guidelines.
- Copywriting and proofreading to a high standard.

PR

- Support and participate in promotional events on behalf of the Theatre. Ensure all Health and Safety procedures are adhered to, and risk assessments are completed.
- Support the development of relationships with local businesses which benefit ticket sales of productions; including proactive investigation and pursuit of promotional opportunities with local organisations.
- Ensure all Theatre events are included in key advertising and listings channels.

Strategy

- Review competitor offerings and communications on a regular basis to maintain a strong competitive advantage in the marketplace.
- Be aware of, and respond to, social media trends to develop an effective presence across platforms.
- Support the development of creative campaigns for high profile shows.
- Working within the Marketing team, develop and execute strategies to reach and engage new audiences in key target demographics to increase ticket sales.

General

- To represent the Marketing Department as required at meetings and promotions and note-take as required.
- Adherence to all Group and Theatre Health & Safety at Work procedures, to minimise the risk of injury and accidents, personal and to others.
- Any other related duties and responsibilities as may reasonably, from time to time, be required by the Marketing Manager.
- Promote sharing of skills and knowledge.
- Undertake personal training and development relevant to the successful execution of the job role.
- Dress in accordance with Company uniform policy and wear protective clothing where issued and instructed.

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:

ESSENTIAL

- Prior experience of working within a marketing department or relevant qualification.
- Excellent proofreading and creative writing skills.
- Evidence of high-level organisation ability.
- The ability to perform as part of a team and the desire to take on a lead role in projects as required, including leading on marketing campaigns.
- High level communication skills, with a professional attitude and a proven ability to manage and build relationships with internal and external stakeholders.
- A proactive and positive approach to solving problems in a prompt and independent manner.
- Ability to work calmly and effectively under pressure and to achieve results on deadline.
- High level of literacy, computer literacy and numeracy appropriate to the role, with strong experience of using Microsoft Suite.
- Demonstrable enthusiasm for live entertainment, and for the provision of excellent customer service to customers, partners and colleagues.
- Educated to degree level, or equivalent.

DESIRABLE

- Experience of working in live entertainment environment, or entertainment marketing.
- Good working knowledge of Adobe Photoshop, Canva and video editing software.
- Experience of working with a ticketing or CRM system.
- Experience in Excel and data-driven decision-making skills.
- A full clean driving licence and access to own transport.