

JOB DESCRIPTION

Post:	Marketing Manager
Responsible to:	Senior Marketing Manager
Responsible for:	Communications Assistant, Distribution Officer
Contract:	Full-time, permanent contract
Salary:	Commensurate with experience
Holidays:	20 days pa plus public holidays, rising by 1 day pa up to a maximum of 25 days

Chichester Festival Theatre is one of the UK's flagship theatres, renowned for the exceptionally high standard of its productions as well as its work with the community and young people.

Situated in a cathedral city in West Sussex between the South Downs and the sea, the Festival Theatre's bold thrust stage design makes it one of England's most striking playhouses; a studio theatre, the Minerva Theatre, sits nearby.

The annual summer Festival season runs from April to November, during which productions originated at Chichester reach an audience of over 200,000. Year-round programming continues through the winter with the Theatre presenting high-class touring productions, as well as a traditional Christmas show mounted by the renowned Chichester Festival Youth Theatre.

Rooted firmly in its community, the Theatre runs a Learning, Education and Participation (LEAP) programme that is a beacon of excellence and inspiration to its local audience, as well as being home to one of the country's largest youth theatres with over 800 members.

Daniel Evans and Rachel Tackley joined the organisation as Artistic and Executive Director respectively in 2016. Highlights of their first Festival season in 2017 included the musical *Caroline, or Change*; Ian McKellen in *King Lear*; and *Quiz*, a new play by James Graham. All three productions transfer to London during 2018.

Chichester Festival Theatre is a Company limited by guarantee.

MARKETING MANAGER

JOB PURPOSE

In consultation with the Director of Marketing and Communications and Senior Marketing Manager, the Marketing Manager will develop and implement marketing and audience development strategies at Chichester Festival Theatre and related sites.

KEY RESPONSIBILITIES

Campaigns

- To lead on marketing campaigns for the Festival and Winter seasons, creating cost effective and creative campaigns designed to achieve best financial results and audience development for all productions and events
- To develop and oversee the production of marketing materials, ensuring the CFT brand is supported and print production schedules and deadlines are met
- To work with external graphic designers and printers to ensure all materials are bought competitively and delivered within budget
- To implement advertising and digital campaigns within agreed budgets
- To liaise with producing partners and visiting companies
- Manage campaign budgets and report on status as required
- To monitor and evaluate all campaign activity to inform strategic planning and audience development targets

Audience Development

- To lead on campaigns that support audience development objectives
- Oversee the work of the Communications Assistant in the development of CFT's 16-25 Prologue ticket scheme
- To monitor and evaluate the effectiveness of audience development activity

Digital

- With the Senior Marketing Manager and Audience Insight Manager, contribute to the organisation's digital strategy, overseeing digital activity for campaigns
- Develop content for CFT's website including trailers and promotional videos
- Work with the Marketing team to gain new insights and optimise the use of social networking sites

Box Office

- To develop Box Office initiatives as an integral part of the marketing operation
- To ensure that the Theatre's CRM/Box Office system is used to maximum effect, to benefit the operation of ticket sales including database management

Learning, Education and Participation

- To devise and deliver marketing strategies to support the work of this department in line with business and audience development objectives

- Develop and maintain effective working relationships with LEAP Managers to raise awareness of this important strand of work

Other

- The organisation is committed to attracting new and diverse audiences; alongside the Senior Marketing Manager, this post will lead on specific projects as required to help shape and implement audience development initiatives
- To attend first previews, press nights and other events as appropriate
- To represent CFT as appropriate at industry events presenting case studies of work

This list of responsibilities is not exhaustive and the employee will be required to perform duties outside of this as operationally required and at the discretion of the Senior Marketing Manager.

The job will at times require unsociable working hours.

RESPONSIBILITIES AS A MANAGER

- Provide information, advocacy, advice, support, guidance, instruction and training to ensure relevant staff maximise their potential and their input to the company
- Ensure that relevant staff have a clear understanding of the aims of CFT and of the standards expected of their work
- Liaise with other Managers to ensure the smooth running of CFT and the maximising of its potential
- Bring to the attention of the Senior Marketing Manager opportunities which might be taken to increase the company's efficiency and effectiveness
- Follow company guidelines and procedures for determining, monitoring and accounting for departmental budgets
- As a line manager, to ensure the well-being, motivation, professional development and satisfactory conduct of staff
- Undertake the day to day management of Health and Safety procedures as set out in the Health and Safety Policy of Chichester Festival Theatre.

RESPONSIBILITIES OF ALL STAFF MEMBERS

- Be aware of the work of the other departments in the achievement of CFT's aims
- Take an active part in communicating and co-operating with other staff and departments
- Follow guidelines, procedures and policies provided by the company in relation to financial management and personnel records
- Work in accordance with the Equal Opportunities policy of CFT
- Be aware of, and comply with, the rules and legislation pertaining to Health and Safety at work
- Take part in such working groups and committee as might from time to time be required for the fulfilment of departmental and/or company aims.

MARKETING MANAGER

PERSON SPECIFICATION

ESSENTIAL CRITERIA

- Proven track record of achievement in a similar arts marketing environment
- Experience of creating and executing marketing campaigns across a range of media
- Experience of using and creating digital content as an integral part of a marketing campaign
- Excellent copywriting, presentational and communication skills
- Excellent proof reading skills
- A flexible approach to work and the ability to manage multiple priorities and deadlines with a track record of delivery under pressure
- A collaborative team player able to connect and work in partnership with others internally and externally as well as working on own initiative
- Ability to work within defined budget parameters and report on budget status
- Experience of working and collaborating with graphic designers
- A passion for theatre and live arts
- Interest in and commitment to making theatre accessible to all community sectors, and to CFT's Equal Opportunities Policy

DESIRABLE CRITERIA

- Experience of working with a producing theatre
- Advanced knowledge of digital marketing developments
- Experience in digital systems such as website CMS, Dotmailer and social media platforms
- Experience of using a CRM/Box Office ticketing system such as ENTA, Spektrix or Tessitura for marketing purposes

FURTHER INFORMATION

This post is part of Chichester Festival Theatre's Marketing, Sales and Communications Department and is based at Chichester. Normal working hours are Monday to Friday, 10am-6pm, although some degree of flexibility will be required according to workload and will include occasional evening and weekend working. There will be some travel outside of Chichester, mainly to London.

Chichester Festival Theatre believes diversity is about celebrating and valuing individuals. The Theatre has an equality of opportunity approach and aspires to give everyone the chance to achieve their potential.