

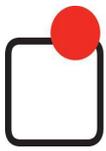
## Marketing Manager Job Description

The Marketing Manager for London International Arts Theatre Limited primarily for Leicester Square Theatre will be responsible for overseeing all of the marketing activity for a busy London Venue. To manage the marketing and communications, to maximise ticket sales and promote the interests of shows and events across the organisation.

<b>Reports To:</b>	Programming Director
<b>Responsible For:</b>	All marketing and communication for the venue and in house shows. Plan and implement marketing campaigns and manage marketing budgets for in house shows and projects, including liaison with external PRs. Work alongside promoters and producers to market visiting productions and maintaining excellent relationships with them.
<b>Purpose of Job:</b>	Manage branding and overarching communications for all LIAT venues.
<b>Hours:</b>	40 hours per week, opportunity for flexible working.
<b>Holiday Entitlement:</b>	20 days plus bank holidays
<b>Salary:</b>	£30 000 - £33 000 p/a (Subject to Experience)

### Duties & Responsibilities

- Routinely analyse ticketing and customer data in order to report on marketing activity and to inform future plans.
- Curate marketing emails for all venues and work to increase engagement with and subscriptions to the venue lists.
- Liaise with external venues to co-promote and develop mutually beneficial relationships.
- Manage and develop all venue websites and digital channels, including the curation and implementation of digital campaigns across social media.
- Liaise with external marketing agencies where necessary regarding multi-channel advertising.
- Utilise the venue ticketing system, Ticketsolve, to report on ticket sales to inform marketing planning, and be reactive to the needs of specific productions.
- Be responsible for all print production and management across all venues, including the compilation of venue and event brochures.
- Produce design briefs for the in house designer for production of all LIAT specific design.
- Manage marketing support for external ticketing clients.
- Stay up to date with best practices across arts and digital marketing.
- Be aware of current developments within the comedy and entertainment industry.
- To build on the venue brand and take on and lead in any rebranding activities.
- To oversee the marketing campaigns for In House Productions.



# LEICESTER SQUARE THEATRE

## PERSON SPECIFICATION

	CRITERIA
<p><b>SKILLS AND ABILITIES</b></p> <p>Someone with a positive outlook who is able to identify the areas that require focus and priority.</p>	<p><i>Someone who can multitask and works well under pressure is organised and efficient in day to day responsibilities.</i></p> <p><i>Someone who can prioritise workloads, be meticulous in planning and communicating with a wide variety of people.</i></p> <p><i>Someone who can be an ambassador for the venue both in person and in written word ensuring that the venue is present on-brand across the board.</i></p>
<p><b>EXPERIENCE</b></p> <p>Someone with knowledge of marketing practices either in a venue or within an events organisation.</p>	<p><b>ESSENTIAL</b></p> <p><i>Strong digital marketing capabilities including experience planning, running and reporting on social media advertising campaigns</i></p> <p><i>Experience planning, running and reporting on e-marketing campaigns (ideally with Mailchimp although this is not essential)</i></p> <p><i>Be a pragmatic problem solver with the ability to work autonomously to tight deadlines and prioritise a busy workload .</i></p> <p><i>Experience of working to and setting budgets.</i></p> <p><b>DESIRABLE</b></p> <p><i>Experience marketing one-off and long running events, ideally within the cultural sector</i></p> <p><i>Experience working with Google Analytics and Google Adwords</i></p> <p><i>Experience using the Ticketsolve ticketing system or similar</i></p> <p><i>Brand development and project management experience</i></p>
<p><b>KNOWLEDGE</b></p>	<p><i>Experience of coordinating marketing campaigns for a venue or show.</i></p> <p><i>Knowledge of all social media platforms.</i></p> <p><i>Website content management.</i></p>
<p><b>PERSONAL ATTRIBUTES/ OTHER REQUIREMENTS</b></p> <p>We are looking for someone who is highly organised, who can be an ambassador for the venue across multi platforms and is forward thinking in attitude.</p>	<p><i>Someone who is excited by taking on the responsibility of marketing a busy vibrant venue with an eye for detail and a flair for working both alone and as part of a team.</i></p>

Please send a covering letter and CV to [jo@leicestersquaretheatre.com](mailto:jo@leicestersquaretheatre.com) Closing date 10am 5th August 2022.