



JOB DESCRIPTION.

JOB TITLE	Head of Theatre Marketing
REPORTS TO	Director of Communications
DEPARTMENT	Communications

BACKGROUND

We celebrate Shakespeare's transformative impact on the world by conducting a radical theatrical experiment. Inspired and informed by the unique historic playing conditions of two beautiful iconic theatres, our diverse programme of work harnesses the power of performance, cultivates intellectual curiosity and excites learning to make Shakespeare accessible for all.

The Communications Department is responsible for:

- looking after the Globe's brand and reputation,
- raising awareness of Shakespeare's Globe and its broad-ranging work across all departments with local, UK and international audiences/markets,
- increasing visitor/audience numbers and audience diversity,
- driving increased financial yields and revenue from these audiences, and
- liaison with local resident, business and cultural communities.

PURPOSE OF JOB

- Develop and implement a marketing strategy and specific marketing plans/campaigns for the Globe Theatre and Sam Wanamaker Playhouse theatre seasons.
- Contribute to the overall marketing and communications strategy for the organisation as a whole.

A peer post of Head of CRM & Brand oversees Shakespeare's Globe's overall visual identity and the marketing campaigns for Education, Theatre Tours and the organisation's Retail operation.

PRINCIPAL RESPONSIBILITIES

- Develop, implement and drive, in conjunction with the Theatre Department, Digital Team and Press Team, a marketing strategy for the promotion of Shakespeare's Globe's annual theatre seasons in both the Globe Theatre and Sam Wanamaker Playhouse.
- Contribute to the ongoing implementation of brand/venue-focused marketing campaigns.
- Maximise awareness and to contribute to maximising revenue via ticket sales and yield, including but not limited to production of print, above and below the line advertising, front of house display, mailings, website/digital promotion, e-marketing and other specific marketing projects within agreed deadlines and budgets.
- Work with in-house and external designers to produce relevant marketing campaign assets.
- Use the Tessitura CRM system to optimum effect in planning marketing activity and producing relevant sales and business intelligence reports.
- Source and liaise with relevant partners for promotional and marketing opportunities, and to monitor and analyse resulting sales.
- Work with the relevant Box Office staff to plan and implement sales promotions and offers when appropriate.

- Coordinate market research and audience analysis on an ongoing and project-specific basis.
- Sit on the Brand Council and contribute to the development of the Shakespeare's Globe brand and visual identity.
- Lead on and implement season theming/branding for the Globe Theatre and Sam Wanamaker Playhouse seasons and other relevant projects.
- Manage the relationship with external agencies and stakeholders (such as media agencies, designers, etc).
- Together with the Head of CRM & Brand identify cross-promotional opportunities and cohesive ways of working.
- Manage agreed budgets for Globe Theatre and Sam Wanamaker Playhouse marketing.
- Line manage (via appraisals, meetings and ongoing supervision) the Senior Marketing Officer, Marketing and Internal Communications Officer, Marketing Assistant
- Be a member of the Senior Leadership Group (SLG) and work with that group on determining and implementing policy/strategy as per the SLG terms of reference.

PERSON SPECIFICATION

ESSENTIAL

- Extensive experience working in a marketing environment, preferably in the arts, culture, entertainment, heritage or not for profit sector.
- Demonstrable evidence of understanding theatre specific marketing techniques.
- Thorough understanding and demonstrable evidence of successful implementation and measurement of offline and online marketing tools.
- Experience of planning and managing budgets.
- Experience of analysing marketing metrics and producing reports that demonstrate the effectiveness of marketing campaigns.
- Experience of managing and developing direct reports.
- Experience of database management and marketing.
- Interest in theatre and the performing arts sector.
- Knowledge of sustaining and developing a well-known brand.
- Good organisational skills with the proven ability to meet deadlines whilst maintaining accuracy.
- Good communication skills with the ability to deal effectively with people at all levels including external suppliers.
- A competent Microsoft Office user.
- The ability to develop and maintain good working relationships with colleagues, partners and stakeholders.
- Experience of working as a supportive team member

DESIRABLE

- Experience of desktop publishing programmes.
- Understanding of and interest in visitor attractions and arts, culture and heritage projects/activities.
- Understanding and awareness of the not for profit and education sectors.
- Experience of representation and promotion at external events (trade shows etc.)
- Experience of working with a ticketing or box office system.

RECRUITMENT INFORMATION AND TERMS AND CONDITIONS

Full Time / Permanent

[A full set of terms and conditions will be supplied with a contract of employment]

Hours: 35 hours per week exclusive of lunch breaks. Flexibility of working hours will be required with some evening and weekend commitments for which, if these hours are worked, time may be taken off in lieu upon representation of this to, and with the express agreement of, the Communications Director. There are no extra payments for additional hours worked.

Salary: £40,000 to £41,000 per annum, dependent upon experience.

Holiday: The annual holiday leave is 25 days per calendar year plus Bank Holidays.

Benefits: Discount in the Globe Shop and onsite restaurants/cafes; free entry to Globe Education events; season ticket loans available; eye test scheme; childcare vouchers scheme; SGT will auto-enrol eligible staff into a pension scheme, with required employer contributions.

Note

This job description is not a contract but is provided for an employee's guidance on the way in which the duties of the post are to be carried out. The content of the job description may change from time to time and the employee will be consulted over any substantial changes.

As a term of employment you may be required to perform work not specifically mentioned above commensurate with the scope of your role within the Shakespeare Globe Trust.