



# JOB DESCRIPTION.

<b>JOB TITLE</b>	<b>Marketing Officer</b>
<b>REPORTS TO</b>	<b>Marketing Manager</b>
<b>DIRECT REPORTS</b>	<b>None</b>
<b>DEPARTMENT</b>	<b>Marketing</b>

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## 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 newly reorganised Audiences Department includes the Marketing and Digital teams, as well as Press/PR, Ticketing and Sales, Retail and Visitor and Audience Operations. They all own the customer journey from start to finish and strive to be insight driven, customer focused and digital first in approach.

Responsible for demanding revenue targets across everything we do and reaching the widest possible global audience onsite and online, we are an innovative, collaborative and creative team. Working closely with producing, education and development we build customer loyalty and diversify our live and digital audiences by creating innovative design and content to engage them and stand out. We are results oriented and measure, test and learn as we try new ideas.

The Marketing team includes a Campaigns team working across all of our output, a Design and Brand team, a Data, Insight and CRM team, and a Social Media team. They work together to deliver shared audience and revenue targets for the whole organization.

The Audiences department will help achieve objectives through:

- **Audiences** - understand and deliver relevant information to our current and potential audiences
- **Revenue** - increase and maximise income from all areas of the business
- **Acquisition** - set cross year audience targets for underrepresented audience groups
- **Retention** - increase loyalty and engagement
- **Brand** - the Globe is a place of radical excellence

## PURPOSE OF JOB

Support the Marketing Managers to develop and implement effective marketing campaigns across the Globe's full offering: Education, Theatre, Guided Tours, Events, Tours, Catering and Retail. Lead on specific campaigns and communications as identified with the Marketing Managers and Head of Campaigns

## **PRINCIPAL RESPONSIBILITIES**

### **Brand Model**

Use the Globe's brand model to aid decision-making. Ensure that everything that we do is consistent with the brand using the four elements: Shakespeare for All, Curiosity and Learning, Our Unique Spaces and Performance to support the Cause.

### **Marketing and Campaigns:**

- Work holistically and collaboratively with colleagues in the Audiences directorate to develop a joined-up approach to campaigns and engagement.
- Deliver on shared revenue and audience targets.
- Support the delivery of creative, effective and integrated marketing campaigns driving audiences, engagement and revenue to meet an agreed range of targets.
- Lead on specific campaigns as identified by the Marketing Managers including paid activity across a range of touchpoints in the marketing mix on campaigns.
- Collaborate closely with wider stakeholders to develop audience centred campaigns for different strands of the Globe's offering.
- Taking a digital first approach to marketing campaigns - thinking about the full messaging matrix across a range of platforms and touchpoints. Targeting the right message to the right audience, in the right place, at the right time.
- Work closely with the Social Media Manager, as well as the content and design teams to ensure the delivery of high-quality content for audiences and ensuring integration across wider campaigns.
- Work closely with the Press, Digital, Design and Ticketing & Sales teams as well as other stakeholders to ensure that campaigns are executed efficiently, effectively and are fully integrated across paid and owned channels.
- Work directly with external stakeholders including media agencies, photographers etc.
- Ensure all marketing communications adhere to the Globe's brand identity.
- Work to plan and implement changes to on-site branding and ensure on-site media is regularly kept up-to-date and planned to reflect the Globe's current offers.

### **Audience Strategy:**

- Represent campaign marketing within that wider context of the departments 'audiences- first' approach.

### **Reporting:**

- Provide support across campaign planning, delivery and reporting.
- Report on the effectiveness and ROI of campaign activity.

### **Financial support:**

- Monitor budgets and expenditure.

### **People**

- Actively promote and champion the Globe's long-term people plan whilst supporting others in your department and direct reports to implement new ways of working and cultural change to ensure these become embedded across the organization.

## PERSON SPECIFICATION

- Experience at Assistant of Officer level in marketing and/or communication (agency or in-house, or a role requiring good attention to detail and strong communication and project management skills).
- An excellent understanding of marketing utilising digital output and new media.
- Strong IT skills and proven experience reporting on campaign delivery – both organic and paid.
- Ability to write and source good copy for marketing material that engages audience.
- Ability to manage various marketing campaigns in a collaborative and inclusive way.
- Strong planning and organisational skills, meticulous attention to detail and the ability to prioritise a varied workload to achieve deadlines.
- Good communication skills and the ability to deal effectively with people at all levels both internally and externally.
- Experience working in a busy environment with multiple stakeholders.
- Strong organisational skills and the ability to prioritise.
- Ability to bring enthusiasm, imagination, creativity and initiative to your work.

## Embodies these essential Globe ways of working:

- Committed to the principles of equality, diversity and anti-racism and able to implement these within all areas of work.
- Supportiveness to others.
- Thoughtfulness, reflecting, and problem solving.
- Influencing and communicating with others.
- Delivering output.

The post holder must at all times carry out their responsibilities with due regard to Shakespeare's Globe's Policies and Procedures.

## RECRUITMENT INFORMATION AND TERMS AND CONDITIONS

### Permanent, Full-Time (Happy to talk flexible working)

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

**Hours:** 35 hours per work exclusive of meal breaks, Additional hours at evenings and weekends may be required for which time in lieu may be granted. There are no extra payments for additional hours worked.

**Salary:** £26,000 per annum

**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 selected shows, events and activities, access to our free employee assistance programme via phone line and website; family friendly policies including enhanced maternity and shared parental leave pay; season ticket loans available; eye test scheme; flu vaccination scheme; cycle to work scheme; Littlebird exclusive discount; enhanced employer pension contributions after 12 months service.

**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 Shakespeare Globe Trust.**