

Assistant Marketing Manager

**WYCOMBE
SWAN**

Job Description
Person Specification

March 2019

wycombeswan.co.uk
hqtheatres.com

hq
**THEATRES &
HOSPITALITY**
The UK's premier provider of
live entertainment and hospitality

Wycombe Swan is one of 12 venues within HQ Theatres & Hospitality's (HQT&H) current portfolio of regional theatres and concert halls. HQT&H currently manages 18 auditoria on behalf of local authorities, with capacities ranging from a 200 seat arts centre to a 2,400 seated/standing theatre. Last year HQT&H programmed a total of 2,354 shows which attracted attendances of over 1.5 million.

HQ Theatres & Hospitality (HQT&H), the UK's second-largest venue operator, is a division of Qdos Entertainment Ltd, one of the largest entertainment Groups in Europe.

Wycombe Swan is a vibrant and dynamic place to work – a venue which presents some of the best music, theatre and comedy in the country. We always provide our staff with the best opportunities to train and develop within the organisation.

As well as aspirational plans to build audiences through high quality programming in our three distinct spaces (Swan Theatre, Old Town Hall, and Oak Room), we have key targets to drive the commercial success of the business through offering exceptional service to our customers. We want all visitors to the Swan to be able to enjoy World Class Service and this role will be a vital part of delivering this aim.

Employment type: Permanent

Salary: Up to £25,500 per annum, dependent on experience.

Hours: 40 hours per week, with some flexibility of working times, in-line with requirements of the job. Regular weekend and evening work.

Work location: You will be based at Wycombe Swan Theatre & Town Hall and may be required to travel to and work at other HQT&H venues. Approved travel expenses will be reimbursed.

Purpose of the role: To promote Wycombe Swan, its activities and performances to external audiences; to support the marketing and sales functions; to support the Marketing & Sales Manager in supporting the venue business plan and ensuring audience targets are met through robust and creative strategies.

Our ideal candidate: Someone with a passion for delivering outstanding marketing campaigns. The ability to work well as part of a team and independently. A hard-working and strong communicator with a can-do attitude.

For an informal discussion contact: David Mansfield, Theatre Director, dmasfield@wycombeswan.co.uk

Closing date: 5pm, Friday 12 April 2019

How to apply: Please email a copy of your curriculum vitae, accompanied by a letter which sets out clearly your interest in this post, and your view of your suitability for it, to: admin@wycombeswan.co.uk

REPORTING TO

Marketing & Sales Manager

DIRECT REPORTS

Marketing volunteers and interns when applicable

KEY ACCOUNTABILITIES

STRATEGIC

- With other marketing and ticket office colleagues, contribution as required by the Marketing and Sales Manager to the achievement of Wycombe Swan's annual business plan, marketing targets and objectives, with particular reference to achievement of targets for sales via marketing campaigns;
- As directed by the Marketing and Sales Manager, creation and management of a highly effective e-communications strategy for Wycombe Swan, to include website, e-communications, social networking sites, rich media content so as to best achieve marketing targets and objectives;
- As directed by the Marketing and Sales Manager, management of the Wycombe Swan's website content, ensuring accuracy of information and maximisation of on-line sale leadtimes (tickets, services and hospitality) at all times;
- In liaison with the Creative Learning Manager, development of campaigns in respect of community and education in order to maximise attendance at events, workshops and classes;

OPERATIONS

- Development and implementation as required of innovative e-shots as an integral and timely element of all show marketing campaigns, in order to help meet or exceed financial targets;
- Monitoring of campaign effectiveness and audience trends via data analysis from the ticketing system (Audience View) and data software;
- Contribution as appropriate to achievement by the marketing team of customer service targets and standards as agreed between Wycombe Swan and HQ Theatres' partner, World Class Service Limited;
- Copy writing, proof reading and repurposing content as required and to a high standard;

PRESS AND PR RESPONSIBILITIES

- As directed by the Marketing and Sales Manager and in partnership with representatives from visiting companies, creation and management of highly-effective and innovative press and PR schedules for all week-long and one-night shows to ensure all shows meet or exceed financial targets;
- To cultivate and manage excellent relationships between Wycombe Swan and relevant media publications, in order to maximise positive coverage for the Venue, and so to contribute to ticket and hospitality sales targets;
- To assist with the management of press nights and press launches, including issuing invites, chasing responses and working at the event;

DIGITAL GROWTH

- Supporting the theatre's website management through accurate sales information, effective copywriting, launch e-mail strategy and enhanced content to maximise ticket sales.

- Increase venue's online presence through theatre blog sites, with reviews and exclusive content by developing regular content.
- Responsible for planning and growth of digital and social media activity, to include website, emails and social to help deliver sales growth in-line with marketing objectives.

AUDIENCE DEVELOPMENT

- To work closely with the Marketing & Sales Manager to develop and execute strategies to reach and engage new audiences in key postcode areas to grow and strengthen ticket sales.
- To support initiatives for friends memberships and increasing sales of HQ Theatre Vouchers at key selling periods throughout the year.
- To develop and establish relationships with local businesses to support cross promotion that will increase ticket sales.
- Review competitor offerings and communications on a regular basis to maintain a strong competitive advantage in the marketplace.

ADMINISTRATIVE

- To support the marketing team with administrative duties, including sales on sales, reporting, managing schedules, planners
- Timely processing of invoices using the centralised budget tracker to ensure that costs are planned, recorded and managed.
- To be responsible for the co-ordination of marketing volunteers and internships.

ORGANISATIONAL

- Available to work evenings, weekends and Bank Holidays as and when required.
- Adherence to all Group and Theatre Health & Safety at Work procedures, to minimise the risk of injury and accidents, personal and to others.
- To attend appropriate training courses, in the interests of maintaining his / her awareness of current developments and trends.
- Any other related duties and responsibilities as may reasonably, from time to time, be required by the Marketing & Sales Manager and to deputise in their absence.

OTHER RESPONSIBILITIES

- Dress in accordance with Company uniform policy and wear protective clothing where issued and instructed.
- Attend and, if required, note take meetings as required.

PERSON SPECIFICATION

In order to be considered for this post you will need to evidence and demonstrate:

Experience

- At least 2 years' experience of marketing in a live entertainment environment with a proven ability to build strong relationships with press, media and agency contacts.

Skills

- A high level of organisational skills is a necessity of this role.
- High level of communication skills and an excellent manner when dealing with the public, stakeholders and industry.
- Comfortable with using Google Analytics and abreast of the latest platforms and technologies.
- Excellent creative writing and proof reading skills.
- The ability to perform well as part of a team and taken on a lead role in projects as and when required.
- Literacy and numeracy appropriate to the post, fully computer proficient (MS Office) in Outlook, Word and Excel also Adobe Photoshop and InDesign would be an advantage.
- Ability to deputise in the absence of the Marketing and Sales Manager.

Attitude

- A pro-active and positive can-do approach to solving problems in a prompt and independent manner.
- An ability to be flexible to business needs and work calmly and effectively under pressure.
- Ambition and drive with the ability to learn quickly.
- A good sense of humour.

Desirable

- A passion for theatre and entertainment would also be a distinct advantage.

Recruitment, Training and Development

- Audience View training will be given on appointment of the role.
- First Aid training will be given on appointment of the role.

Other Responsibilities

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.