

Main Terms and Condition of Service

Job Title:	Digital and Marketing Executive
Responsible to:	Head of Marketing and Communications
Responsible for:	Marketing contractors and suppliers
Key Relationships:	Marketing and Communications Executive, Box Office Manager and staff, Director and Chief Executive.
Rate of pay:	Up to £23,000 pa depending on experience
Pension	New Theatre Royal operates a contributory pension scheme provided by NEST
Hours:	37.5 hours per week <i>(flexible due to the nature of the Theatres business, will include some evenings and weekends.)</i>
Probation	This post is subject to a six-month probationary period
Notice	One month during probationary period and six weeks thereafter.
Benefits	<ul style="list-style-type: none"> • Childcare voucher scheme • Complimentary or discounted tickets to selected shows <i>(conditions as per New Theatre Royal policy).</i>

Purpose of post

The Digital and Marketing Executive will act as New Theatre Royal's digital marketing champion. Working with the Head of Marketing and Communications you will play a key role in developing and implementing the organisation's digital strategy and delivering innovative content across all platforms. The successful applicant will have previous experience in similar activities and have excellent communication and exemplary planning skills.

The role will support the Head of Marketing and Communications, Marketing and Communications Executive and external contractors to continually improve our digital channels by helping to generate targeted traffic, improve customer journeys, increase conversions, drive efficiencies and evaluate effectiveness. The role is also responsible for delivering wider marketing campaigns.

Key Responsibilities

Digital

- Act as the main liaison for digital projects.
- To implement agreed marketing activity for campaigns, products and services across a range of digital channels.
- Work with the Head of Marketing and Communications and creative partners to develop a digital voice, image and character.
- To manage the provision of high-quality, engaging, optimised content on all digital channels.

- To manage and maintain the quality and relevance of the social media channels.
- To manage paid-for digital, campaign activity.
- Work with the marketing team and contractors to write and produce vibrant digital content for all New Theatre Royal digital platforms.
- Produce digital content with a view to developing target audiences and maximising sales.
- Run surveys as required and produce data analysis.
- Manage web content ensuring the site is up-to-date and has a consistent tone of voice.
- Set up, produce and manage a Theatre podcast.
- Work with team members on delivering the e-communications strategy.
- Work with the Head of Marketing and Communications to evaluate digital activity using tools such as Google Analytics, gathering insight, effectiveness and ROI, to inform strategic planning and audience development targets.

Marketing Campaigns

- Work with the Marketing and Communications Executive to develop marketing campaigns for audience development, working to attract new audiences and develop existing audiences.
- Support the Head of Marketing and Communications on executing marketing campaigns for all professional events and to undertake individual campaigns as requested.
- Assist with the marketing for the New Theatre Royal including brochure delivery, media buying, email marketing and uploading website content.
- Act as contact for external companies, ensure content received from them, communicate regularly, liaise regarding print requirements.
- Ensure visiting companies resources reflected on print, online, in emails and social media, and New Theatre Royal brand is upheld on all production print.
- Support the Head of Marketing and Communications on overall season campaign fulfilment.
- Monitor sales for upcoming shows and work with marketing to maximise attendance and ticket income for individual events.
- Work proactively and creatively with the Marketing Manager and all other staff generating ideas and strategy for building new audiences.
- Report on current sales for individual events as and when required.

General

- To make sure that Health and Safety policies, procedures and regulations are known, understood and complied with.
- To contribute to the development of departmental policies and practices.
- Actively contribute to the monthly marketing meetings and take an active role in the team and to attend team meetings as required.
- New Theatre Royal expects employees to work with a flexible manner to effectively deliver their role and in line with the objectives of the company, including equality, diversity and sustainability.
- Maintain a clean and safe working environment at all times
- Undertake any other duties as required by the Senior Management team.

This job description is intended as a guide to the nature of the work required of this position, it is neither wholly comprehensive nor restrictive and is subject to review.

PERSON SPECIFICATION

We are seeking a keen digital and marketing executive with great motivation and energy. This position is ideal for someone who is looking to grow their career in an arts marketing environment.

Essential Criteria

- A track record in developing digital strategy and projects, generating innovative content and managing online communities.
- Excellent copywriting skills and writing ability for digital channels.
- An excellent communicator with a good visual sense and a keen eye for detail.
- The ability to write and present copy to audiences of different demographics.
- Ability to present ideas and concepts effectively and clearly.
- Good time management and project management skills.
- The ability to prioritise, work well under pressure and to manage a diverse and varied workload.
- Experience in producing, editing and commissioning a range of multimedia content and integrating new digital platforms.
- Literate in Adobe programmes such as Photoshop and InDesign and experience of using Audacity and Premiere or similar editing software.
- A flexible approach to work and ability to manage multiple 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.
- High level skills in Microsoft Office.
- Degree qualified or relevant digital marketing experience, training or qualifications.
- Solid knowledge and understanding of principles of digital marketing and effective campaign delivery.

Desirable criteria

- Experience of working in theatre or arts-related environment.
- Experience of video production.
- Proven project management experience and the ability to evaluate work.
- Experience in digital systems such as website, CMS systems and Mailchimp.
- Experience of working with external partners and confidence in seeking out new working relationships.
- Basic interviewing skills with knowledge of platform events or podcasts.
- Knowledge of audience insights available from social media platforms and understanding of how we use them to inform future digital activity.