

# Marketing Officer

## **BROMLEY** **CHURCHILL THEATRE**

Job Description  
Person Specification

January 2022

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[churchilltheatre.co.uk](http://churchilltheatre.co.uk)  
[hqtheatres.com](http://hqtheatres.com)

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

**HQ Theatres** is the UK's leading regional theatre specialist and part of **Trafalgar Entertainment**.

**The Churchill Theatre** is one of 12 venues within the company's current portfolio of regional theatres and concert halls, with capacities ranging from a 200 seat arts centre to a 2,400 seated/standing theatre. HQ programmes more than 2,500 different shows attracting audiences of over 1.5 million.

**The Churchill Theatre** is one of the South East's leading live entertainment venues, welcoming over 200,000 customers through its doors every year. It has enjoyed a reputation and legacy for launching major productions for national tour and West End transfer. The eclectic programme features a popular array of top-quality musicals, drama, comedy, dance, family shows, one night events, and a world-class pantomime.

**The Churchill Theatre** boasts a spacious, comfortable auditorium that seats 781 people, the 90 seat Studio, the Lounge (a versatile space for entertainment, hospitality and private hire) and the Restaurant, serving up to 60 customers pre-show. Extensive technical facilities include rehearsal spaces and a workshop. The theatre's celebrated outreach programme encourages local people to unlock their creative and artistic potential. It includes regular classes for young people and adults in theatre, musical theatre, dance and magic, work experience opportunities and an annual summer youth production.

**Employment type:** Full Time

**Salary:** c. £21,000.00 p.a. dependent on experience, ability and potential.

**Hours:** 40 per week over 5 days out of 7, subject to variation to meet business requirements. Working hours may include evenings, weekends and Bank Holidays.

**Work location:** You will be based at the Churchill Theatre, Bromley 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 The Churchill Theatre, its activities and performances to external audiences to ensure attendance and financial targets are met through robust and creative strategies within budget

**Closing date:** 5pm, Wed 19 January 2022

**Interviews:** Fri 21 January 2022

**How to apply:** Send your CV and a covering letter to [careers@churchilltheatre.co.uk](mailto:careers@churchilltheatre.co.uk). Tell us why you think you are suited to this role, why it interests you and how we'll benefit from having you on board!

## **REPORTING**

You will report directly to the Marketing Manager.

## **MAIN DUTIES AND RESPONSIBILITIES**

### **MARKETING**

- As directed by the Marketing Manager and in partnership with external promoters, creation and management of highly effective marketing campaigns for shows and hospitality-led events to achieve agreed financial targets and marketing objectives.
- In conjunction with the Marketing Manager liaison with the design and print agency, for the production of print requirements to support shows and hospitality events.
- To assist the Marketing Manager through general administrative tasks including sales information, updating and overseeing the various internal marketing schedules and reporting.
- Monitoring of campaign effectiveness and audience trends via data analysis from the ticketing system (Audience View), google analytics and Audience Agency.
- Administration and result tracking of direct mail and other marketing campaign channels, booking in and creation of the advertisements for the venue.
- Copy writing and proof reading as required and to a high standard.
- Work with Marketing Manager to ensure Front of House signage is up to date, clear and relevant.
- Under the guidance of the Marketing Manager, the management of the hospitality marketing budget and the creation and management of highly effective hospitality marketing campaigns for all its events and services.
- Seek out opportunities for and manage block-booked advertising sites on and offline in order to raise venue profile.

### **PR**

- To support and participate in all promotional events. To ensure that all the Health and Safety procedures are adhered to and risk assessments are completed.
- Support the development of relationships with local businesses which benefits marketing and sales of productions; including proactively investigate and pursue promotional opportunities with local businesses and organisations.
- Support the development of creative campaigns for season launches and co-productions.

**ONLINE**

- To manage the show pages of the website for the venue, ensuring accuracy of information and maximisation of online sales at all times.
- To build shows to go on sale and liaise with Marketing Manager, Box Office and Stage Door Manager and central ticketing team to manage on sale schedule.
- Development of the digital communications strategy, to include website, e-shots, online listings and social networking sites to help achieve marketing objectives.
- Build eshots to support marketing campaigns.
- Work with colleagues to ensure social media content is up to date, creative and relevant in line with social media strategy.
- Work with Marketing Manager to manage data segmentation and data checking.

**PRINT & PUBLICATIONS**

- To take an active role in the production of the venue season brochures.

**GENERAL**

- Liaison with the Box Office Manager, Box Office and central ticketing teams to ensure their appropriate participation in relevant marketing initiatives/campaigns, the effective management of the ticketing database and the routine housekeeping of the ticketing system.
- To represent the Marketing Department as required at meetings and promotions.
- 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 their awareness of current developments and trends.
- Any other related duties and responsibilities as may reasonably, from time to time, be required by the Marketing Manager.

**PERSON SPECIFICATION**

**Essential**

- Experience of marketing.
- Evidence of high-level organisational ability.
- Excellent creative writing and proof reading skills.
- The ability to perform well as part of a team and take on a lead role in projects as required and lead on show campaigns.
- Ability and willingness to be flexible to business need, working not only during the weekday daytimes, but also, as required, at weekends, and on Bank Holidays.
- Excellent people management and development skills.
- Computer literacy and numeracy appropriate to the requirements of the Post. Competence in Photoshop is advantageous.
- An organised, outgoing and professional attitude.
- High level communication skills and an excellent manner and proven ability to build strong relationships when dealing with the media, promoters, the public, stakeholders, industry colleagues, local authority representatives and businesses.
- An ability to work calmly and effectively under pressure.
- Demonstrable enthusiasm for live theatre and entertainment, and for the provision of excellent service.

**Desirable**

- Experience of working in a live entertainment environment.
- Experience of Adobe Photoshop.
- Experience of working with a ticketing system.
- Educated to degree level.
- Good visual eye for creative print production.

**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.

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.