

# Marketing Manager

## Rose Theatre Kingston

### Introduction

Founded by Sir Peter Hall, and modelled on the original Elizabethan Rose Theatre on London's Bankside, Rose Theatre Kingston is the largest producing theatre in South West London. Now in its 10<sup>th</sup> anniversary, the Rose has collaborated with a range of leading directors, playwrights and producing partners to create vibrant, engaging and inspiring productions. Recent works include the world premiere and first stage adaptation of Elena Ferrante's *My Brilliant Friend*, directed by Melly Still, starring Niamh Cusack and Catherine McCormack; Zach Helm's *Good Canary*, directed by John Malkovich, John Barton and Peter Hall's Shakespeare adaptation *The Wars of the Roses* directed by Trevor Nunn.

With over 150,000 visitors a year, the Rose enjoys artistic and critical acclaim from its own productions and co-productions as well as from hosting the work of renowned theatre companies including Royal Shakespeare Company, Shakespeare's Globe, Liverpool Everyman and Playhouse, and Theatre Royal Bath. An artistic hub for the region, the Rose's education and community programmes ensure the Theatre is for everyone.

### Job Description

<b>Reporting to:</b>	Head of Marketing & PR
<b>Salary:</b>	Negotiable according to experience
<b>Hours:</b>	40 hours per week, Monday-Friday. Additional hours, including at evenings and weekends, may be required in order to fulfil the requirements of the post; overtime is not paid
<b>Holiday:</b>	25 days pa plus Bank Holidays
<b>Notice period:</b>	Three months, after a probationary period of six months
<b>Purpose of post:</b>	To work with the Head of Marketing & PR to devise, develop and implement integrated marketing campaigns to promote the Rose's wide range of shows and activities, develop new audiences and maximize revenue whilst ensuring cohesive branding and relevant messaging is maintained.
<b>Benefits:</b>	Complimentary show tickets (subject to availability) 25% off food and drink at the Rose Café NOW Pension Scheme Ride to Work Scheme Season Ticket Loan

### Key Responsibilities

- To work with the Head of Marketing & PR to devise and deliver a wide range of integrated marketing campaigns and build strategic promotional partnerships in order to maximise attendances and box office income
- To develop and implement audience development strategies
- To plan and oversee the implementation of production campaigns including print, direct marketing, sales promotion, distribution, print and digital advertising and displays
- To oversee the production and distribution of season brochures and supporting marketing materials
- To liaise with visiting companies and their marketing staff/representatives to devise individual campaigns and tailor them to maximise potential across the Rose theatre's overall programme ensuring consistency of messaging and branding for the Rose
- To act as first point of contact for visiting producers' marketing representatives and ensure clear and successful communication between all parties

- To liaise with the press team and the external PR agency to devise and implement media strategies across all relevant channels to promote the Rose brand and enhance the Company's profile
- To provide strategic marketing support to other departments, including Learning & Participation, Development and the Rose Café
- To build and develop relationships with local businesses as well as key organisations and partners, both locally and nationally, including the Rose main stakeholders (Kingston University and Kingston Borough)
- To work closely with Box Office to ensure the customer's experience is positive and deal with all relevant customers' feedback and requests
- To effectively use Spektrix box office systems and reporting to inform marketing planning
- To work collaboratively with the marketing team to deliver the theatre's digital strategy and to generate, compile and distribute creative and engaging content in order to drive engagement through website, social media and other digital platforms
- To measure effectiveness and provide regular reports on campaign performance to the Head of Marketing & PR and other key stakeholders and share lessons learned with the marketing team
- To keep up-to-date with the latest developments in marketing communications and with competitor activity, identifying research needs for the Rose and providing market analysis when required
- To manage or assist with promotional or press events, including exhibitions, site specific promotions, press nights, photo calls, filming, etc
- To act as a brand ambassador and ensure all communications adhere to the Rose's brand and values including materials produced by third parties and external promoters
- To liaise with external agencies and consultants as required
- To ensure clear internal communications in regards to all marketing initiatives and activities
- To organise season briefings for all frontline staff
- To deputise for the Head of Marketing & PR as necessary

#### **Other duties**

- To ensure all campaign materials are appropriately filed and/or archived.
- To oversee work undertaken by the marketing intern and volunteers.
- To provide relevant training to staff as and when required.
- To attend internal and external meetings as and when required.
- To undertake any additional duties as may be reasonably required.

*Please note this job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indicating the main areas of activity and may be amended over time as the role develops and/or priorities and requirements change.*

## **Person Specification**

- At least five years' experience of marketing the arts, preferably within a theatre environment
- Proven track record of delivering press and marketing campaigns in an arts venue
- Good understanding of social media and e-marketing tools
- Able to work on own initiative as well as part of a dynamic team
- Excellent verbal skills, both written and spoken
- Ability to work well under pressure and prioritise
- Box office and data practice experience
- Excellent level of computer literacy, including design packages such as InDesign and Photoshop
- Dynamic, passionate and energetic