

Position:	Marketing Manager
Responsible to:	Marketing Director
Responsible for:	Marketing & Content Assistant
Working with:	Digital Content & Platforms Manager Box Office Manager Head of Communications Communications Assistant

Background

As we emerge from the COVID-19 pandemic, Bristol Old Vic's Vision, Mission & Values are unchanged, but we are determined to seize the opportunity the pandemic has afforded us to transform the business: offering a high quality, progressive, inspiring, relevant and representative programme, in a new live/streamed hybrid form, giving everyone the opportunity to encounter and enjoy creativity.

Our Mission is to:

- Inspire, delight and surprise the people of Bristol and far beyond with excellent live theatre in an atmosphere of creativity, welcome and adventure
- Transform the lives of our artists, our public (young and old alike) and our staff through the creative opportunities we offer in our building and across the city
- Nourish, share, celebrate and be inspired by the heritage of Britain's oldest theatre
- Develop a flexible and sustainable business which embodies the value of our theatrical identity and history

Our Values:

- Bristol Old Vic people are welcoming, professional and boundlessly curious; playful, ambitious and rigorous; resourceful, honest and generous; collaborative, dedicated and bold; Bristolian and global at the same time
- We are custodians of Bristol Old Vic for future generations and do everything in our power to build on and amplify its phenomenal history
- The stories we tell should fully reflect our society so that all sections of Bristol's community feel Bristol Old Vic belongs to them
- We remember at all times that everything we do is an experiment, that uncertainty makes discovery possible and that it is our job to explore rather than to define

The Role

We are looking for a creative and talented Marketing Manager to join the Marketing, Digital and Communications team. The key responsibilities of the role are to create effective marketing campaigns across all aspects of the company's activities, to maximise attendance and income from the Box Office, and to provide insightful campaign analysis.

We seek a well-organised, self-motivated team player who is willing to support an extremely busy and fast-moving department. They should have excellent interpersonal skills and an ability to manage a number of projects at any one time. They should lead by example and help teach, support and supervise the Marketing & Content Assistant.

Main Tasks and Responsibilities

Marketing & Sales

- Plan and deliver marketing campaigns for the Theatre programme, to include print, distribution, direct marketing, advertising (outdoor, print & digital), social media and other promotions, in order to achieve set targets (financial and audience-based)
- Provide marketing support for other departments such as Development, Engagement and Heritage, including the re-design and launch of Bristol Old Vic's membership scheme
- Liaise with agencies, designers and suppliers to ensure all campaign activity is planned and booked, and assets are supplied in a timely manner
- Support the Marketing Director in the design and sign-off of artwork for each production, project and event, liaising with graphic designers, photographers, creative teams and co-producers
- Plan and manage marketing budgets in collaboration with the Marketing Director
- Analyse and report regularly on campaign delivery to both support agile decision-making during campaigns and to inform future planning
- Work with the Head of Communications to maximise the impact of marketing activity in terms of timely PR and good media partnerships
- Line manage the Marketing & Content Assistant, building their confidence and helping them to plan and execute their responsibilities effectively
- Build and maintain successful and productive relationships with artists, creative teams, co-producers, creative partners and tour venues
- Oversee the production and installation of all Front of House displays and internal/external signage

Digital

- Oversee Bristol Old Vic's online marketing, including website and email, ensuring information is accurate and relevant, and communication is timely and targeted – including supporting the Marketing & Content Assistant in writing copy, creating email templates in Dotdigital and extracting relevant data lists from Spektrix
- Work with the Digital Content & Platforms Manager and Marketing & Content Assistant to produce digital content for individual campaigns and organisational branding, publicity and information
- Work with digital agency Adapt to manage Bristol Old Vic's SEO, AdWords, Display Network and social advertising, ensuring that campaigns are as targeted as possible and that relevant tracking has been set up
- Work with the Head of Communications and Communications Assistant on Bristol Old Vic's social media strategy, ensuring that planned and scheduled organic content aligns with paid-for advertising
- Use Spektrix and Dotdigital to analyse campaigns and audiences, and Google Analytics to analyse website traffic and ecommerce conversion rates; striving for the best ROI for all marketing activity

Audience Development

- Work with the Box Office Manager to plan and deliver effective and creative Audience Development initiatives in line with the overall aims as set by the Marketing Director
- Report on Audience Development initiatives, analysing data to provide insight into sales patterns and assist in the development of relevant audience segments for each production, project or event
- Keep up to date with the latest developments in marketing, digital and advertising and propose new initiatives to help reach new audiences
- Plan and manage audience surveys, including Audience Finder and Impact & Insight as required by Arts Council England, as well as Bristol Old Vic's own surveys; analysing and reporting on the data gathered to gain a high level of understanding of our current audience
- Oversee reciprocal marketing activity with other organisations as planned by the Marketing & Content Assistant

General

- Support the Marketing Director in building and maintaining a strong brand presence in line with Bristol Old Vic's Mission, Vision & Values
- Attend performances and events as required, acting as a representative and advocate of Bristol Old Vic
- Undertake training and networking events as deemed necessary by the Marketing Director
- Ensure data management and communications are compliant with GDPR and the UK Data Protection Act (2018)
- Ensure that Bristol Old Vic follows best industry practice regarding accessibility and support the theatre's commitment to be an anti-racist organisation
- Promote and comply with legislation and Bristol Old Vic's policies on Equal Opportunities and Health & Safety both in the delivery of services and the treatment of others
- Deputise for the Marketing Director as required
- Carry out any other duties that may arise to fulfil the main objectives of the post and the aims of Bristol Old Vic

Review Arrangements

This job information cannot be all encompassing. Over time, the emphasis of the job may change without changing the general character of the job or the level of duties and responsibilities entailed.

This information may be periodically reviewed, revised and updated in consultation with the post holder to reflect appropriate changes.

Person Specification

Skills, Experience & Personal Qualities	Essential
Proven experience of working in a key role in an arts marketing department, or marketing/ advertising agency, including experience leading on campaigns	✓
Creative flair and an imaginative approach to marketing campaigns and audience development	✓
Proven track record of growing attendances and sales	✓
Demonstrable experience of working with external agencies to facilitate campaign delivery	✓
Significant experience using the marketing functionality of a ticketing system	✓
Experience using website content management systems and email marketing software	✓
Experience of line managing and developing staff to fulfil their potential	✓
Experience of budget management	✓
A good eye for design and publicity image aesthetics	✓
Excellent copywriting, editing and proofreading skills	✓
Excellent administrative, organisational and time-management skills	✓
Excellent degree of accuracy and attention to detail	✓
A supportive, flexible, reliable, committed, collaborative and compassionate team member	✓
A passion for and interest in arts and culture and Bristol Old Vic's Mission, Vision & Values	✓

Skills, Experience & Personal Qualities	Desirable
Previous theatre marketing experience	✓
Experience using Spektrix, Bristol Old Vic's ticketing system and audience database	✓
Experience using Craft, Bristol Old Vic's website CMS (or WordPress which is very similar)	✓
Good working knowledge of Photoshop, InDesign and/or other Adobe Creative Suite software	✓
Knowledge of video editing and production processes	✓
Marketing-specific training or qualifications	✓

Terms and Conditions

Salary: £25,000–26,000 per annum

Contract: Permanent

Hours: 35 hours per week. The Marketing Manager may be required to work extra hours in order to fulfil the role (for example, evening press nights). An informal time off in lieu system is in operation.

Holiday: 5.6 weeks (28 days) per annum including public/bank holidays, rising to 6.6 weeks (33 days) for employees with over 1 years' service

Pension: It is the law that, depending on your age and level of earnings, we may be required to automatically enrol you into a workplace pension scheme where both you and the company will be required to make contributions (auto enrolment pension scheme).

Notice: After a three-month probationary period (during which there is one week's notice), two months' notice on either side.