

JOB DESCRIPTION

Marketing & Promotions Officer



DARTFORD ORCHARD THEATRE

Principal place of work:	The Orchard Theatre, Dartford (OTD)
Reporting to:	Marketing Manager
The Orchard Theatre:	Under the management of HQ Theatres, OTD presents over 300 live performances each year providing first class entertainment and hospitality, and an exceptional experience for all audiences.
Purpose of the post:	To promote The Orchard Theatre, its activities and performances to external audiences; to support the marketing and sales functions; to support the Marketing Manager in ensuring audience targets are met through robust and creative strategies.
Direct Reports:	Marketing volunteers and Interns

MAIN DUTIES AND RESPONSIBILITIES

MARKETING

- With other marketing colleagues, contribution to the achievement of The Orchard Theatre's marketing targets and objectives, with particular reference to achievement of targets for sales via marketing campaigns.
- 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.
- To be responsible for the co-ordination of the marketing volunteers and internships.
- To oversee the production of a quarterly Groups Newsletter and all week-long production programmes.
- In liaison with the Community and Education Officer, development of marketing campaigns in respect of community and education activity in order to maximise attendance at events, workshops and classes.
- Monitoring of campaign effectiveness and audience trends via data analysis from the ticketing system (Audience View).
- Administration 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.
- To assist with the marketing and social media activity for Acacia Hall, the newly acquired wedding and conference venue in Dartford. To help the team build and inform the marketing campaign.

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ONLINE

- To manage the website for the venue, ensuring accuracy of information and maximisation of on-line sales at all times and ensure that the internal screens are updated.
- Responsible for the development of the digital communications strategy, to include website, e-shots and social networking sites to help achieve marketing objectives.

AUDIENCE DEVELOPMENT

- To continue to develop and establish relationships with local businesses which benefits marketing and sales of productions.
- To proactively investigate and pursue promotional opportunities with local businesses and organisations.

PROMOTIONS

- Liaison with the Ticket Office Manager and Ticket Desk 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.
- To be responsible for arranging all promotional events. To recruit staff and rota on the events. To ensure that all the Health and Safety procedures are adhered to and risk assessments are completed.

DEPARTMENT AND ORGANISATION

- Ability and willingness to work not only during the weekday daytimes, but also, as required, at weekends, and on Bank Holidays.
- 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 Manager and to deputise for the Marketing Manager in their absence.

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PERSON SPECIFICATION

Essential	
Experience of marketing in a live entertainment environment and a proven ability to build strong relationships with promoters.	
A passion for live theatre and entertainment and for the provision of excellent customer service.	
Evidence of high-level organisational ability.	
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.	
High level of literacy, computer literacy (including proficiency in Microsoft Office), and numeracy appropriate to the requirements of the post.	
Excellent communication skills and manner when dealing with the public, stakeholders and industry colleagues.	
Excellent creative writing and proof reading skills.	
An ability to be flexible to business need and work calmly and effectively under pressure.	
Ambition and drive with the ability to learn quickly.	
A pro-active and positive approach to solving problems in a prompt and independent manner.	
Excellent attention to detail.	
Good sense of humour and ability to remain calm under pressure.	
Desirable	
Experience of Adobe Photoshop.	
Experience of working with a ticketing system.	
Educated to degree level.	
Good visual eye for creative print production.	

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SALARY

Circa £18,000 per annum, dependent on experience.

HOURS OF WORK

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

APPLICATION PROCEDURE

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:

stai@orchardtheatre.co.uk

Alternatively, send your application to:

Samantha Tai
Marketing Manager
The Orchard Theatre
Home Gardens
Dartford
DA1 1ED

Closing date for applications: Friday 22 March at 5pm

Interviews: Wednesday 27 - Thursday 28 March