



## Marketing and Box Office Manager

**Contract:** Permanent contract

**Hours and Salary:**

Grade C, Point 3, £27,960 p.a FTE salary -

Option of 28 hours per week actual annual salary £19,572, OR, 30 hours per week actual annual salary £20,970

Due to the nature of the role some evening, weekend and Bank Holiday work may be required

**Location:**

Cidermill Theatre for part or all of the week, with hybrid/flexible working optional

**Reporting to:**

Director of Theatre Operations

**Closing Date:**

12 noon, Mon 2<sup>nd</sup> October 2023

**To apply:**

Please email Laura Ashfield – [lashfield@cidermilltheatre.com](mailto:lashfield@cidermilltheatre.com) for more information and an application form

**Purpose of the role:**

The Marketing and Box Office Manager takes the lead on all associated marketing and audience development for Cidermill Theatre, coordinating strategic plans as well as delivering on the day to day promotion of events and performances. The role also oversees our box office function alongside the Director of Theatre Operations.

We are looking for a motivated and dynamic individual who is able to work well in a fast paced, creative and collaborative environment.

**Programme & Audience Engagement**

- To lead and manage all marketing for the theatre programme to include social media, print/distribution, listings, advertising (print/outdoor/digital), direct mail and email, amongst others
- To create marketing campaigns for all professional productions in the theatre programme with a view to maximising ticket sales
- To build a strong brand presence across all marketing materials, communications and digital platforms
- To manage marketing budgets with the assistance of the Director of Theatre Operations



- To create a robust audience development plan for the work of Cidermill Theatre, to reach new audiences and grow repeat attendance
- To report on audience development initiatives
- To attend and assist with all Press Nights

### **Community & Outreach**

- To manage marketing campaigns for outreach and community initiatives
- To play a key role in creating and delivering audience engagement events as part of the theatre's outreach strategy

### **Research and Analysis**

- To implement a data driven approach to marketing campaigns, extracting data from Ticketsolve Box Office System to utilise within marketing campaigns and audience development plans
- Monitor and report on campaign efficacy via Ticketsolve, Google Analytics and Social Media Insights

### **Box Office & Website**

- To manage all box office volunteers and staff, to include training, day to day management of tasks, ongoing reviews and development, and to ensure that customer service is of paramount importance
- To be involved in selling tickets as required, as well as amending orders and helping customers
- To oversee the box office email inbox, responding to customers and problem solving with the assistance of the Director of Theatre Operations
- To update the Cidermill Theatre website ensuring accuracy of information and attention to detail

### **Stakeholders and Sponsorships**

- To oversee all reciprocal marketing with partner organisations, and have a key role in developing new relationships with potential partners
- To lead on marketing campaigns/strategies aimed at increasing individual giving, memberships and commercial sponsorships
- To work with the Director of Theatre Operations to create a fundraising database, and utilise contacts to create bespoke strategies to increase individual giving
- To create direct marketing to members with offers and special events

### **Brand & Design**

- Ability to create innovative design concepts and campaign ideas covering a wide range of media (printed, digital, video and photography), and oversee their production working with external freelance designers as required



- To build a strong brand presence across all marketing materials, communications and digital platforms

### **General Tasks**

- To attend networking events, as well as attending and supporting productions or marketing and/or fundraising initiatives as required
- Develop and deliver business to business marketing strategies to support venue hire income
- To be involved in recruitment of freelance designers/marketing support, as well as managing volunteer recruitment for box office assistants

### **Person Specification**

#### **Essential**

- Strong understanding of marketing principles, digital marketing strategies, and social media platforms
- Experience of using social media creatively, with attention to story over selling
- Proficiency in email marketing tools and analytics platforms and campaign management
- Experience of creating and delivering strategic marketing plans
- Experience of managing budgets
- Excellent project management skills
- Creative mindset with a keen eye for design and aesthetics
- A self-motivated team player with great organisational and communication skills

#### **Desirable**

- Experience of marketing in the creative industries, preferably arts/theatre organisations
- Graphic design knowledge with proficiency in Adobe Creative Cloud software
- Line management or supervisory experience