



Job Description: Marketing Co-ordinator

REPORTS TO:

Marketing and Communications Director

CONTRACT TERMS:

Full time, permanent. 40 hours a week

SALARY:

£18,000 - £20,000 depending on experience

JOB CONTEXT:

This is an exciting time of change and opportunity for the Live Theatre Winchester Trust with a new leadership team now in place.

The Live Winchester Theatre Trust incorporates the Theatre Royal Winchester and Hat Fair, an Outdoor Arts festival.

Activity includes a diverse year round multi art form professional programme, a vibrant community performance programme, 'Young Theatre Royal' and community outreach projects. It also includes Hat Fair's summer festival, associated winter festival - Woolly Hat Fair, and year round engagement projects.

The Marketing Co-ordinator will play a fundamental role within the Marketing team as the brand of the charity is developed and its profile is raised locally, nationally and internationally.

JOB PURPOSE:

To provide essential support in delivering the Marketing strategy for the Live Theatre Winchester Trust. The primary functions of the role are to:

1. Assist and take responsibility in the delivery of marketing campaigns
2. Collate marketing assets for brochures and programmes
3. Co-ordinate print distribution
4. Help maintain the charity's social media channels
5. Provide administration support

Principal responsibilities

Promotion and Press

- Assist and take responsibility in the delivery of marketing campaigns
- Assist the Marketing and Communications Director with promotion to stakeholders, investors and audiences
- Actively participate in developing the marketing strategy

- Help maintain and input into marketing diary
- Help maintain media lists
- Collate media cuttings and send relevant coverage to producers

Distribution and Print

- Co-ordinate distribution of marketing print and direct mail campaigns
- Co-ordinate mailing club volunteers
- Maintain marketing distribution lists and databases
- Collate assets for brochures and panto programme
- Proof promoters' marketing materials
- Take responsibility for print requisition
- Co-ordinate print display in areas of the theatre

Digital Marketing

- Assist in updating websites
- Assist with social media channels - creating content as well as social listening and engagement
- Update external listing sites
- Creating blog posts about all areas of operation within the organisation

Administration

- Take calls and messages for Marketing team members
- Keep Marketing spend spreadsheet up to date
- Manage charity ticket requests

General

- Champion the organisation's values and adhere to organisational policies and procedures
- Carry out all tasks in accordance with best practice and organisational action plans in respect of diversity and disability equality
- Attend internal and external meetings, participate in training and other forms of staff development and be available to work at evenings, weekends and bank holidays when necessary
- Undertake any other duties reasonably requested
- Keep up to date with national audience development and arts marketing trends and best practice

Person Specification

In addition to a commitment to the values, aims and objectives of Live Theatre Winchester Trust, you will be able to show evidence of the following against which we will assess your application:

Personal qualities

- Passion for the arts
- Vision, imagination and creativity
- Excellent communication and interpersonal skills and an enthusiasm for communicating with people
- Strong persuasive skills and the confidence to sell ideas to others
- Drive, energy and a desire to own and deliver projects
- Ability to be self motivated and to work flexibly as part of a creative team
- Ability to work within tight deadlines and pay attention to detail
- Able to manage multiple priorities
- Prepared to work flexible hours

Essential Experience and skills

- Experience of using digital communication channels including website and social media for business (Facebook, Twitter and Instagram)
- High level of accuracy and attention to detail and proof reading
- Highly organised
- First-rate copywriting and communication skills
- Ability to prioritise under pressure
- Experience in the production and distribution of print in an arts or cultural environment
- IT literate, with experience of Excel, Access, Google Analytics and web based databases and ability to interpret information
- Customer care experience

Desirable Experience and skills

- At least 1 years marketing and communications experience within an arts or cultural environment
- Graphic Design skills and experience
- A recognised marketing qualification
- Experience of charitable fundraising
- Experience of working with ticketing and CRM systems
- A current network of relevant press, PR and cultural organisation contacts
- Full driving licence