

Marketing Manager



The Marketing Manager is the driving force behind our audience development strategy, raising the profile of Camden People's Theatre (CPT) and by extension the platform we are able to provide for our artists. With ambitious ticket sales targets and a commitment to improving access to theatre for as wide a range of people as possible whether as artist, audience or community member, the Marketing Manager helps us to evaluate how we are doing and work to extend our reach.

Responsible to: General Manager (GM)
Key Relationships: Development Manager (DM), Deputy General Manager (DGM)
Responsible for: Student placements

Job description

General

- Devise and implement CPT's marketing and audience development strategy, contributing to discussions around programming and working towards clear sales targets.
- Work to increase the diversity of CPT's audiences in line with the values of the organisation, supporting the mission to increase access to theatre for all.
- Regular evaluation of sales and marketing with a view to making recommendations for improvement and reporting to funders.
- Plan and write copy for CPT's marketing communications including the annual review, newsletters, targeted and pre-/post-visit emails and feedback forms.
- Responsible for the management of all CPT's social media channels and website, with personality and clarity of voice, with support from FOH Team and student placements to create and source organic content.
- Comply with GDPR regulations regarding protecting personal data.
- Devise and deliver communications strategy for artist call-outs, recruitment and community activity in line with CPT's audience development and equality, diversity and inclusion policies.
- Support the Development Manager to grow individual giving, membership and prospect pools using the database and tailored communication strategies.
- Support the Development Manager to steward and upgrade donors.
- Manage student placements supporting marketing and administration at CPT.
- Manage marketing budget, with all expenditure tracked accurately and consistently.
- Cultivate new relationships with local organisations, businesses and the wider theatre industry to enhance our marketing and audience engagement.
- Work with the Deputy General Manager and Front of House Manager to develop offers and opportunities for cross-marketing, upgrading and increasing sales.
- Attend regular performances as agreed across the core team.

Season Marketing

- Create and deliver marketing plans for the artistic programme in order to meet sales targets for productions and festivals, and increase brand awareness for CPT.
- Develop and coordinate print strategies for the season, including brochure, poster displays and flyer distribution.
- Support in the season set up using Spektrix to create events and sales reports.
- Collate artist marketing collateral to create press listings for season announcements.

Artist Support

- Enable CPT's artists to market their own shows through regular workshops, office hours, social media activity and support materials.
- Foster good working relationships with visiting artists, external marketing and press agencies, venue and promotional partners.
- Create and disseminate digital marketing assets for CPT and the visiting companies where required, including editing and captioning trailers, filming interviews and taking photographs.

This job description is a guide to the nature of the work required of this role. It is not wholly comprehensive or restrictive and may be reviewed as required. All CPT staff are expected to work collaboratively to undertake any other reasonable tasks for the benefit of the company.

Essential skills, qualities and experience

- An understanding and appreciation of CPT's work
- Experience of and enthusiasm for theatre and the arts
- Demonstrable copywriting experience
- Flair for producing creative and engaging content
- Experience in designing or implementing integrated marketing campaigns
- Good planning and organisational skills with attention to detail
- Proficiency in using social media channels (Twitter, Facebook, Instagram)
- The capacity to work quickly under pressure
- Basic video and image editing skills
- The ability to self-motivate and prioritise within a complex workload
- A proactive attitude to promoting diversity and inclusion across the sector
- A commitment to ensuring marketing content is accessible
- A flexible approach and the ability to adapt to changing circumstances

Desirable skills and experience

- Experience of using Spektrix (Insights & Mailings interface) and DotMailer
- Proficiency in using Facebook Business Suite and Ad Centre
- Experience in graphic design
- Experience with Google Analytics

The Offer:

Salary Band: £24,000 – £27,000/year pro rata (dependent on experience)

Hours: 3 days/week (0.6)

Regular hours at CPT are 10am-6pm, with most team members working onsite on Mondays to enable regular team communication. CPT supports flexible working and the hours for this post will be agreed with the candidate at contract stage.

Evening and weekend work will sometimes be required.

CPT operates a Time Off In Lieu (TOIL) system

Location: Camden People's Theatre, 58-60 Hampstead Road, London, NW1 2PY.

Annual Leave: 25 days/year pro rata excluding public holidays