

Marketing Manager



As the driving force behind our audience development strategy, the Marketing Manager plays a crucial role in raising the profile of Camden People's Theatre (CPT) and the artists we support. With ambitious ticket sales targets and a strong commitment to making theatre accessible to everyone, you'll help shape our strategy, dive into data to track our progress, and lead impactful audience campaigns. There's plenty of room for learning and development in this role, so you don't need prior experience as a Marketing Manager to apply. This opportunity might suit someone with some arts marketing experience who's looking to take the next step in their career, with the support of a friendly team.

Responsible to: Artistic Director (AD)

Responsible for: Student placements

Job description

Key responsibilities

Marketing, Communications and Audience Development

- Devise and implement CPT's marketing and audience development strategy, leading on the forecasting of sales targets as a key member of the programming team.
- Work to increase the diversity of CPT's audiences, supporting our mission to make theatre accessible for everyone
- Regularly assess the effectiveness of marketing campaigns and sales performance, providing recommendations to the Senior Management Team and key stakeholders for improvement
- Plan and write engaging copy for CPT's communications, including annual review, newsletters, email communications, and feedback forms.
- Oversee CPT's social media channels and website, ensuring a consistent voice and personality, with support from Front of House and student placements for organic content creation
- Ensure all marketing activities comply with GDPR and data protection regulations
- Lead quarterly marketing meetings with the Senior Management Team, providing insights and updates
- Develop and deliver communication plans for artist call-outs, recruitment and community activity, ensuring alignment with CPT's audience development goals and equality, diversity and inclusion policies
- Collaborate with external PR teams to co-write press releases. Host press events such as season announcements, show press nights, and Reviewers Socials.
- Work with the Development Manager to grow individual giving, membership programmes and donor stewardship through targeting communication strategies
- Supervise marketing and administration student placements, providing mentorship and guidance

- Manage the marketing budget, ensuring all expenditure is forecasted, tracked and reported accurately
- Cultivate relationships with local organisations, businesses and industry contacts to enhance CPT's marketing reach and audience engagement
- Collaborate with the Deputy General Manager and Front of House Manager to develop marketing materials, including trailers, interviews and photographs, for CPT and visiting companies

Data & Evaluation

- Collate and analyse audience data, supporting the Executive Director with Arts Council reporting, including reporting to Illuminate (the Arts Council's Audience Data platform).
- Track box office and merchandise sales, providing quarterly reports on performance
- Use audience data trends to inform marketing strategies and identify opportunities for cross-marketing and sales growth
- Attend regular performances as agreed across the core team.

Season Marketing

- Develop and implement marketing plans for CPT's artistic programme, ensuring season financial targets are met and brand awareness is increased
- Develop and coordinate print strategies for the season, including brochure, poster displays and flyer distribution
- Support setting up events and sales reports within Spektrix
- Gather marketing materials from artists to create press listings for season announcements.
- Design CPT merchandise and lead sales strategies to reach quarterly revenue targets

Artist Support

- Enable CPT's artists to market their own shows by delivering regular workshops, open office hours and social media activity
- Foster good working relationships with visiting artists, external marketing and press agencies, venue and promotional partners.
- Create and disseminate digital marketing materials to enhance visibility for artists and productions

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 high level of understanding and 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
- Experience of collating, analysing, and utilising data
- Proficiency in using Facebook Business Suite and Ad Centre
- Experience in graphic design
- Experience with Google Analytics

The Offer:

Salary Band: £28,281/year pro rata

Hours: 4 days/week (0.8)

Regular hours at CPT are 10am-6pm, and the role is based at CPT. Hybrid and flexible working requests will be considered and agreed with the candidate at contract stage.

Evening and weekend work will sometimes be required, for which CPT operates a Time Off In Lieu (TOIL) system

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

Annual Leave: 24 days including public holidays (based on 4 days/week (0.8)). CPT typically closes for 2 weeks over Christmas, and staff are not required to use annual leave.

How to Apply

Please review the job description carefully, then send us:

- A CV (no more than 2 A4 pages)
- A supporting statement detailing how you meet the job description (no more than one page)

to jobs@cptheatre.co.uk and complete your [Equal Opportunities monitoring form \(available at this link\)](#) by 11am on Monday 11th November 2024.

We can also accept video applications, please send your video via Google Drive link or a Dropbox link to jobs@cptheatre.co.uk

If you would like to submit your application in any other format please email jobs@cptheatre.co.uk to discuss this further.

Deadline for applications: 11am on Monday 11th November 2024

We welcome and encourage applications from individuals without formal education; and/or from a low socio-economic background and/or who identify as:

- D/deaf and/or disabled
- Neurodiverse
- Global majority* and/or migrant
- LGBTQ+

*This includes people of Black Caribbean, Black African, South Asian, East Asian, South East Asian, Middle Eastern, Arab, Latinx, Jewish, Romany and Irish Traveller heritage.

We are particularly keen to hear from Black and Global Majority people, and candidates who self-identify as disabled.

All candidates who identify as disabled who demonstrate that they meet the essential criteria will be invited for an interview. If you feel this applies to you, please include the following sentence in your cover letter: I would like my application to be considered under the Disability Confident Scheme.

CPT can cover some access support costs to submit an application where required. Please contact jobs@cptheatre.co.uk with a quotation from your access support worker.

