

Marketing & Press Officer

DARTFORD ORCHARD THEATRE

Job Description
Person Specification

August 2019

orchardtheatre.co.uk
hqtheatres.com

hq
**THEATRES &
HOSPITALITY**
The UK's premier provider of
live entertainment and hospitality

The Orchard Theatre, Dartford is one of 12 venues within HQ Theatres & Hospitality's (HQT&H) current portfolio of regional theatres and concert halls. HQT&H currently manages 18 auditoria on behalf of local authorities, with capacities ranging from a 200 seat arts centre to a 2,400 seated/standing theatre. Last year HQT&H programmed a total of 2,354 shows which attracted attendances of over 1.5 million.

HQ Theatres & Hospitality (HQT&H), the UK's second-largest venue operator, is a division of Qdos Entertainment Ltd, one of the largest entertainment Groups in Europe.

The Orchard Theatre, Dartford is one of the premiere entertainment venues in Kent with a loyal theatre-going audience. Newly refurbished with over 1000 seats, the venue plays host to sell-out West End productions, top TV comedians and captivating plays and spectacular dance show there is plenty to spark your passion for theatre and the arts.

- Employment type:** Full Time
- Salary:** £21,420 p.a. dependent on experience, ability and potential
- Hours:** 40 per week over 5 days out of 7, subject to variation to meet business requirements. Working hours may include evenings, weekends and Bank Holidays.
- Work location:** You will be based at The Orchard Theatre, Dartford and may be required to travel to and work at other HQT&H venues. Approved travel expenses will be reimbursed.
- Purpose of the role:** To promote The Orchard Theatre, its activities and performances to external audiences to ensure attendance and financial targets are met through robust and creative strategies within budget.
- Our ideal candidate:** We are looking for an enthusiastic and pro-active marketer, with a good eye for detail and creative flair with a passion for theatre and the arts.
- For an informal discussion contact:** Jamie Leadbeatter, Sales & Marketing Manager
jleadbeatter@orchardtheatre.co.uk
- Closing date:** Mon 2 September, 5pm. Interviews week commencing Mon 9 September.
- How to apply:** Send your CV and a covering letter to jleadbeatter@orchardtheatre.co.uk. Tell us why you think you are suited to this role, why it interests you and how we'll benefit from having you on board!

REPORTING

You will report directly to Sales & Marketing Manager.

KEY ACCOUNTABILITIES

MARKETING

- As directed by the Sales & 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 Sales & Marketing Manager liaison with the design and print agency, for the production of print requirements to support shows and hospitality events.
- To assist the Sales & Marketing Manager through general administrative tasks including sales information, updating and overseeing the various internal marketing schedules and reporting.
- 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.
- Administration and development for the Premiere Card scheme, alongside the Sales & Marketing Manager and Ticket Office.

PRESS & PR

- Cultivation and management of continuous positive relationships between The Orchard Theatre and relevant press and media outlets.
- Development of effective press and media campaigns (including launches, presentations, outreach events, Friends' events, competitions etc) for performances and events, for The Orchard Theatre and its full range of activities, which maximise media coverage and represent The Orchard Theatre and its programme positively and persuasively.
- Management of press and media campaigns to ensure maximum benefit and full achievement of Orchard Theatre quality and commercial targets and objectives.
- Development and maintenance of a media database from which appropriate reports and analysis can be derived.
- 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.

- 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.

ONLINE

- To assist with the management and maintenance of 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.
- Development of the digital communications strategy, to include website, e-shots, online listings and social networking sites to help achieve marketing objectives.

PRINT & PUBLICATIONS

- To liaise with promoters on the production of print material and deliveries and organise any overprinting to ensure that all publicity is received and is accurate.
- To take an active role in the production of the venue season brochures and theatre newsletters to ensure strong and regular communications with the theatre's Friends members, groups and schools.
- To lead the production of in-house programmes for weekly productions.

GENERAL

- Liaison with the Box Office Manager and Ticket Office 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.
- 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 Sales & Marketing Manager.
- This Job Description is not an exhaustive description of your duties. You will be required to adopt a flexible approach to your role and responsibilities. In particular, from time to time, you may be required to undertake such alternative or additional duties as may be commensurate with your skills, experience and capabilities

PERSON SPECIFICATION

Essential

- Experience of press and marketing in a live entertainment environment.
- Evidence of high-level organisational ability.
- Excellent creative writing and proof reading skills.
- 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.
- Ability and willingness to be flexible to business need, working not only during the weekday daytimes, but also, as required, evenings, weekends, and on Bank Holidays.
- Excellent communication and development skills.
- Computer literacy and numeracy appropriate to the requirements of the Post. Competence in Photoshop is advantageous.
- An organised, outgoing and professional attitude.
- High level communication skills and an excellent manner and proven ability to build strong relationships when dealing with the media, promoters, the public, stakeholders, industry colleagues, local authority representatives and businesses.
- An ability to work calmly and effectively under pressure.
- Demonstrable enthusiasm for live theatre and entertainment, and for the provision of excellent service.

Desirable

- Experience of Adobe Photoshop.
- Experience of working with a ticketing system.
- Educated to degree level.
- Good visual eye for creative print production.

SALARY

£21,420 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.