



JOB DESCRIPTION

JOB TITLE: Marketing Officer

HOURS: 35 hours per week

SALARY: £27,500 per annum

RESPONSIBLE TO: Marketing Manager

Main Duties

DUTIES AND RESPONSIBILITIES

- Collaborate with the team to develop and deliver creative and innovative marketing campaigns for the RET that will deliver on sales targets and identified KPIs. including print distribution (internal and external), social media activity, digital and email.
- To run social media channels in line with the brand and tone of voice of the Royal Exchange Theatre, meeting identified KPIs. Working closely with the team to plan, create, schedule and evaluate RET's social media content across all channels.
- Develop a good understanding of the CRM system Spektrix – allocating and booking in guest tickets, sending integrated emails, creating and pulling lists.
- To support email marketing campaigns via dotdigital – building and sending emails including the monthly newsletter, campaign emails and press releases.
- To project manage the creative development of programmes, play texts and press packs for all RET productions.
- Working closely with relevant teams such as development, The Rivals etc to support their marketing needs.
- To support with press and media activity when necessary.
- To coordinate press night invitations, bookings, and ticket management of the event.
- To be responsible for maintaining RET poster sites internally and externally, and distributing leaflets etc.
- To provide administrative support when necessary.

SKILLS/EXPERIENCE ESSENTIAL

- An interest in marketing and communications and social media
- Previous experience of working in a busy team.
- Previous experience using a range of IT packages including Word, Excel and Outlook & Canva
- Knowledge of social media platforms.
- Excellent written communication skills.
- Excellent verbal communication skills, including the confidence to deal with external companies, staff, actors and creative teams.
- Confident, with a positive attitude to working in both a team and on individual tasks.
- Previous experience of multi-tasking and prioritising
- Excellent organisational skills
- The ability to work under pressure to meet multiple deadlines
- A passion for theatre, arts and people.