

ROYAL EXCHANGE THEATRE

JOB DESCRIPTION

ROLE: Marketing & Content Manager

SALARY: £35,314.29 per annum

HOURS: 40 hours per week

RESPONSIBLE TO: Head of Marketing

CONTRACT: Permanent

RESPONSIBLE FOR: Digital Content Producer, Marketing Officer

JOB OVERVIEW

The Marketing & Content Manager will work closely with the Head of Marketing and colleagues across the organisation to develop and deliver the RET's marketing and digital content strategies and campaigns. They will be responsible for proactive, innovative idea generation that will deepen connections with existing audiences and grow and reach new audiences. They will have a broad understanding of marketing techniques and understand how to develop a balanced marketing mix which address the businesses KPIs. They will lead on developing and bringing our digital, social and content strategy to life, ensuring everything we do is cohesive, engaging and reflects our brand.

They will be well-informed of current trends and advances within arts and culture marketing and digital marketing practice. Data and evaluation will inform their planning processes and they will have a strong understanding of audience insight and its relationship to campaign planning. Working closely with the Head of Marketing, they will lead the team on campaign planning and delivery, manage budgets and develop exciting and inventive marketing campaigns and digital storytelling for the Company as a whole. They will work alongside our Marketing Officer and Content Producer to plan and manage content for social media, newsletters and our website, creating and scheduling compelling content that reflects our values and the quality of our work on and off the stage. They will manage both Marketing Officer and Content Producer.

DUTIES AND RESPONSIBILITIES

- Collaborate with the Head of Marketing to develop and deliver Royal Exchange Theatre marketing strategies including the Audience Development Strategy, Digital Content Strategy and Organisational Business Plan.
- Develop and implement vibrant, original and creative marketing campaigns for all productions with the objective of reaching pre-set targets and within designated budgets.
- Work closely with the Head of Marketing to engage and manage innovative creative agencies/freelancers for outsourced marketing services (including media buyers, copywriting, photography, filming, design agencies).
- Work closely with the Head of Marketing and Content Producer to develop a digital content strategy including social media, website, digital advertising and email campaigns.
- Plan and produce compelling content that tells the story of each production and our wider organisation activities, working with our Content Producer to capture

and curate content and develop assets for our social channels, website and digital newsletters, in line with our brand and tone of voice.

- Oversee management of social media channels (Instagram, Facebook, TikTok, YouTube), including content calendars, scheduling tools, influencer outreach and community management.
- Plan and execute email campaigns, tailoring messaging for different audience segments and working with CRM and Audience Data Manager to monitor customer insights.
- Working alongside team members to ensure that the RET website is maintained and fully up-to-date with RET's program and activities, and is optimised for SEO and conversion.
- Use audience analysis and data to inform the development of all campaigns.
- Alongside the Head of Marketing and CRM and Audience Data Manager monitor ticket sales addressing income targets, spotting variances and proactively identifying any additional activity required.
- Work closely with our Engagement team to promote and document activities developed with and for Young People, Elders and our growing community programme Local Exchange.
- Generate campaigns that are accessible and will attract the broadest spectrum of people to deepen relationships with a wide range of diverse communities.
- Work closely with colleges to deliver Audience Development activity in line with our KPIs.
- Work with colleague across the organisation to support departmental marketing activity such as Development, The Rivals Bar & Café and Hires.
- Develop a thorough understanding of Spektrix, the CRM system, including knowledge of customer data, mailing lists and direct email campaigns via dotdigital.
- Develop a comprehensive knowledge and understanding of the MHM Culture Segments and use them to inform marketing strategy and campaign planning.
- Ensure all marketing across the building and on the website is updated regularly by the team.
- Be a pro-active line-manager, supporting staff development, conducting regular 121s, annual appraisal and any other staffing issues as they arise.

RESPONSIBILITIES OF ALL TEAM MEMBERS

- Be aware of other teams' work, to help achieve RET's aims. Work well with colleagues across the organisation.
- Engage with projects and events led by other teams (such as fundraising events).
- Work to the Equality and Diversity policy of the RET and help to achieve the theatre's diversity action plan.
- Have an awareness of, and comply with, Health and Safety at Work and work to RET's Health and Safety Policy.
- Work to other guidelines, procedures and policies provided by the company
- Take part in working groups and training sessions as required.

- Take part in ongoing evaluation and reflection of our work.
- As required, attend art and script meetings, as an engaged member of the team.
- Support RET's sustainability aims.
- Actively uphold our values and demonstrate a commitment to equity, inclusion and anti-racism practices to ensure a diverse programme, workforce and audience.

PERSON SPECIFICATION

Essential skills and experience

- A minimum of three years' experience of marketing and/or content campaign planning and delivery.
- Up to date knowledge and understanding of digital marketing platforms, advertising and content development.
- Experience of marketing and content strategy development.
- Strong copywriting and editing skills, with ability to write compelling, audience focussed messaging.
- Experience managing social media channels professionally, including planning and scheduling.
- Strong budget management.
- Knowledge and experience of working with CMS and CRM systems and email marketing tools.
- Knowledge of working with outside stakeholders such as media buyers, graphic designers, creative Agencies, photographers, videographers.
- Ability to manage multiple campaigns/projects at once and deliver to deadlines.
- Strong analytical skills and confidence reporting on results, and using insights to inform future Campaigns.
- Exceptional communication skills.
- A high level of self-motivation, positive problem solving.
- A passion for theatre, arts and people.
- Previous experience of line management and motivating a team.

Desirable

- Experience of working in the arts and culture sector
- Knowledge of Spektrix
- Knowledge of MHM Culture Segments
- Good industry connections.
- Experience of mentoring and sharing skills and experience.

WHAT WE WILL PROVIDE

- A supportive, inclusive, and collaborative working environment. We will consider everyone's needs and improve where we can.
- Safe routes and structures to report anything that has a negative impact. We'll keep learning and growing.

- Personal and professional development opportunities.
- Ongoing training such as inclusivity, anti-racism, unconscious bias, mental health, and wellbeing
- A stimulating and creative workplace where everyone's opinions and ideas can be shared.
- Competitive salaries and opportunities to contribute to pensions.
- Access to mental health and wellbeing services.