



JOB DESCRIPTION

JOB TITLE: Marketing Officer

HOURS: 40 hours per week

SALARY: £30,245.00 per annum

RESPONSIBLE TO: Marketing & Content Manager

The Marketing Officer is responsible for planning, delivering and evaluating integrated marketing campaigns that drive ticket sales, audience engagement and brand awareness across the Royal Exchange Theatre's programme of productions and events.

Working closely with colleagues across marketing, producing, box office, fundraising, engagement and visitor experience, they will ensure campaigns and assets are delivered accurately, on time, within budget and to a high standard, supporting the theatre's artistic and commercial objectives.

DUTIES AND RESPONSIBILITIES

- Collaborate with the Marketing team to plan, coordinate and deliver creative, integrated marketing campaigns that achieve sales targets and agreed KPIs.
- Coordinate the delivery of marketing campaigns and assets, including print distribution (internal and external), print and digital advertising, social media activity, email marketing and audience outreach.
- Liaise with internal teams to gather production information and marketing content, ensuring all published information is accurate, consistent and up to date.
- Work closely with the Marketing team to plan, create and schedule engaging social media content across all channels, in line with the Royal Exchange Theatre's brand, digital strategy and tone of voice, supporting the delivery of both paid and organic social media campaigns.
- Collaborate with the Marketing and Content Manager and Content Producer to identify and develop content capture opportunities, coordinate filming logistics with stage management, and prepare interview questions to support engaging content creation.
- Support the briefing and delivery of offline and digital advertising campaigns with external agencies and suppliers, ensuring briefs are issued promptly and asset deadlines are met.
- Create and maintain website content, updating production and venue pages as required.
- Write compelling and audience-focused marketing copy for email campaigns, social media, website content and other marketing materials.
- Develop a strong working knowledge of the Spektrix CRM system, including creating customer lists, and building and sending integrated email campaigns.
- Build, schedule and deliver email marketing campaigns using dotdigital, including monthly newsletters, production campaign emails and press releases.
- Monitor digital engagement across marketing channels, responding to audience enquiries where appropriate.
- Monitor and report on the performance of digital content across social media, website and email campaigns, using engagement data, ticketing, CRM and digital analytics to identify trends and inform future activity.
- Project manage the development and production of programmes and play texts for all Royal Exchange Theatre productions, commissioning writers, coordinating interviews, liaising with casting agents, internal departments and external stakeholders to gather

production information and credits, and managing proofing, feedback and sign-off processes to ensure accuracy and timely delivery.

- Support audience development initiatives by assisting with targeted marketing campaigns, outreach activity and community engagement designed to attract new and diverse audiences.
- Work collaboratively with colleagues across Producing, Fundraising, Engagement, Food and Beverage and other departments to deliver effective marketing support.
- Support press and media activity as required, including coordinating interview arrangements and chaperoning cast members during media engagements, and creating Press Packs.
- Manage the delivery of poster site campaigns (internal and external), briefing design agencies on artwork, liaising with printers and distribution suppliers, and ensuring printed marketing materials are distributed in line with campaign plans.
- Monitor, respond to and escalate general enquiries received through the central inbox and Stage Door, ensuring a professional and timely response.
- Support the wider Marketing team with departmental projects, processes and administrative tasks as required.
- Represent the Royal Exchange Theatre professionally at industry events, press nights and promotional activities.
- Undertake any other duties appropriate to the role as required.

ESSENTIAL CRITERIA

- Experience delivering integrated marketing campaigns, **with at least 2 years' experience working within a marketing role at a similar level**
- Excellent written and verbal communication skills, including strong interpersonal skills to liaise with external companies, fellow employees, actors and creative teams
- Excellent organisational and time management skills, with proven experience successfully coordinating multiple projects and meeting deadlines with a high level attention to detail
- Strong copywriting and proofreading skills
- Knowledge and experience using social media platforms for marketing purposes
- Experience using email marketing platforms and content management systems
- Experience briefing and managing paid advertising campaigns (online and/or offline)
- Ability to interpret marketing data and campaign performance
- Previous experience using a range of IT packages including Word, Excel, Outlook, Teams and Canva
- A flexible, collaborative and enthusiastic approach to working on individual and team tasks

DESIRABLE CRITERIA

- Experience working in arts, culture or entertainment
- Knowledge of ticketing systems
- Experience using CRM systems
- Understanding of audience development and arts marketing
- Familiarity with Google Analytics or similar reporting tools