



Job Summary

Director of Marketing and Audiences

Responsible to:	Artistic Director and Executive Director
Responsible for:	Marketing Manager, Press Manager, Welcome Team Manager*, Digital Manager*, Ticketing Manager. *Jointly managed
Salary:	£44,000-46,000 (depending on experience)
Contract:	Permanent
Hours:	Full Time. Office hours are 10am to 6pm Monday to Friday Frequent evening and occasional weekend work will be required.
Holiday:	25 days per annum pro rata, rising by one day for each full financial year worked to a maximum of 30.
Probation Period:	6 months
Notice Period:	2 months during the probation period, 3 months thereafter
Key Objectives:	<p>To maximise box office revenue for the Young Vic by:</p> <ul style="list-style-type: none">• designing and delivering marketing, sales, communication, and audience development strategies;• managing the marketing and welcome teams;• collaborating on communications strategies with the Press Manager <p>To develop the brand identity and raising the profile of the Young Vic.</p> <p>To develop and cultivate new and existing audiences for the Young Vic's work.</p> <p>To successfully build and maintain relationships with co-producers and tour venues as applicable as regards shared marketing, publicity and ticket strategies.</p>



Job Description

Director of Marketing and Audiences

Main Responsibilities:

Marketing

- To create marketing campaign strategies for each production in order to maximise attendance and sales and deliver audience development objectives.
- Oversee copy and artwork for all productions at the Young Vic, reporting directly to the Artistic Director.
- Oversee the creation and implementation of the digital communications strategy (including social media).
- Oversee all advertising including print, digital and social.
- To agree annual marketing budgets with the Executive Director and Finance Director and take overall responsibility for tracking, approving and reporting expenditure.
- Oversee the Young Vic's content strategy.
- Collaborate with artistic and producing teams to create content inspired by Young Vic productions.
- Work cross-departmentally to deepen engagement with audiences and broaden reach of organisation.
- Devise distribution and release strategies for digital productions.
- Oversee all digital marketing activity including digital advertising, website content, organic social media and paid social advertising, trailers and e-newsletters.
- To work with external marketing and PR agencies as required for productions in the West End, on Broadway and elsewhere.
- Oversee all publications for the YV including play-texts and programmes.
- Develop and maintain media partnerships for individual productions.
- Work closely with the Director of IT & Administration to ensure our marketing is GDPR compliant.
- Oversee all Young Vic promotional and marketing materials, including but not limited to those created to support Development, Director's Program or Taking Part work.

Ticketing and Sales

- To agree pricing, yield and attendance targets with Executive Director and Finance Director for all shows at the Young Vic.
- Oversee and evaluate sales initiatives for all Young Vic productions.
- Identify revenue opportunities through dynamic pricing and ticketing partnerships
- Regularly review Box Office systems and policies ensuring best practice and exemplary customer service whilst maximising sales income.
- Oversee all ticketing strategy including fees, branded ticket stock, posting

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- schedules, call overs and mark backs with partners and agents.
- Oversee Lucky Dip scheme, ticket lotteries and rush, in house and with partners.
- Oversee Friends priority booking periods and presales.
- Maximise sales for transfers with co-producers.
- Maximise sales for NT Live broadcasts of Young Vic productions.

Press and Communications

With the Press Manager

- Uphold the profile of the Young Vic and its work across all media platforms through amplification and support of the Young Vic's overall press and PR strategy
- Strategise for announcing new seasons, new productions, new appointments and any other projects
- In conjunction with the producers to attend and oversee press nights at the theatre.
- With Artistic Director, Executive Director and Press Manager, carefully manage sensitive or high-profile PR issues.
- Collaborate with commercial producers and production partners to support communications for external transfers, ensuring the YV brand is represented at all times
- Meaningfully support the development of overall press and communications strategy led by Press Manager

Audiences

Working closely with the Executive Director and Director of IT and Administration

- Lead the audience development strategy at the Young Vic, setting annual targets for audience retention and acquisition.
- Regularly assess current audiences and identify areas for audience development through pricing, outreach and advertising.
- Devise and implement specific marketing for targeted groups, ensuring each show's audience is relevant and reflective of the work on our stages.
- Work closely with the Director of Taking Part to provide children and young people with funded and cheap tickets to access our work through our funded ticket scheme and audience development plan.
- Oversee and analyse audience feedback using surveys, analytics and other tools.
- Support the Executive Director in reporting to the Arts Council on audience stats and figures.

Brand and Profile

- Be responsible for developing an imaginative approach to the building's aesthetic.
- To be the Young Vic brand guardian.
- Ensure company-wide adherence to brand identity guidelines and Young Vic house style in all communications. Advocate for the Young Vic brand in co-

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- productions and transfers.
- To work with the Theatre Manager to maintain high levels of customer service and excellent visitor experience, including some attendance at ingoing of shows as required to maintain service.
- Work closely with Development on corporate opportunities and brand alignment with individuals and other organisations
- Support Associate Companies and Associate Artists on their marketing initiatives wherever possible

Together with the Press Manager

- Monitor the Young Vic's brand in the industry and beyond, and share all relevant news with the wider team as necessary
- Be responsible for maintaining and building profile of the organisation locally, nationally and internationally.

Staff Management

- Set objectives and targets for the marketing team, monitor performance and carry out regular staff appraisals
- To oversee the recruitment for the marketing and press team, following Young Vic best practice
- Support the Young Vic's efforts in workforce diversity and sustainability, and promote these initiatives both internally and externally

General

- To be an active and supportive member of the Young Vic Senior Management and wider staff team.
- To remain abreast of and advise the senior management team upon current trends and best practice in marketing and digital industries.
- To uphold and embody the Young Vic's company policies, including but not limited to our Equality, Diversity and Inclusion policy, Dignity at Work policy and Health and Safety policy
- To provide the highest level of customer and audience care and service at all times.
- Any other reasonable duties that arise to fulfil the objectives of the Young Vic.

Person Specification

Director of Marketing and Audiences

Essential Skills & Experience

- Take an imaginative and strategic approach to marketing, sales and communications.
- Impeccable written and verbal communication and presentation skills.
- Excellent organisational skills with the ability to delegate, manage and prioritise tasks under pressure.
- Experience of working to ambitious sales targets/ maximising revenue.
- Excellent copy-writing skills.
- Strong attention to detail.
- Ability to think creatively.
- Results-orientated and self-motivated.
- Experience of leading and motivating high-performing team.
- Able to remain calm under pressure.
- Accurate financial management and reporting skills.
- Experience creating effective audience development strategies and an understanding of how best to cultivate and use audience data to inform marketing operations.
- An understanding of media relations and press engagement.
- A proven track record in planning and overseeing successful marketing campaigns.
- A passion for the work produced at the Young Vic, and its core mission.

Desirable Skills & Experience

- Significant experience working in performing arts marketing with an excellent track record in a management role.
- Experience in a leadership or senior management team role.
- Experience of arts marketing in a producing venue.
- Experience of working with third party partners, co-producers and/or touring venues.
- Experience in developing sales and ticketing strategies in the performing arts.
- Experience of contemporary box office best practice and customer service.
- Knowledge of advances in digital marketing and advertising.
- Experience managing and developing an organisation's brand profile.
- Experience of managing mid-to-large scale budgets.
- Experience of media relations.