



Job Summary

Director of Marketing and Press

- Responsible to:** Artistic Director and Executive Director
- Responsible for:** Marketing Manager, Marketing Officer, Head of Press, Digital Manager*, Welcome Team Manager*, Ticketing Manager, Young Associate for Press & Marketing
*Jointly managed
- 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.
- Key Objectives:** To maximise box office revenue for the Young Vic by:
- designing and delivering marketing, sales, communication, digital and audience development strategies;
 - managing the marketing, press and welcome teams.
 - developing the brand identity and raising the profile of the Young Vic.
- To develop new audiences and to cultivate the best audiences for the Young Vic's work
- To understand and care for relationships with co-producers and tour venues with regard to their needs for marketing, publicity and ticket sales.

Job Description

Director of Marketing and Press

Main Responsibilities:

Marketing

- To create marketing and press 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.
- Oversee all advertising including print, digital and social.
- To agree annual marketing budgets with the Executive Director and take overall responsibility for tracking and reporting expenditure.
- Oversee the Young Vic's content strategy and sign off on any related expenditure.
- 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.
- Support the needs of other Young Vic departments such as the marketing and promotion of Development Department membership schemes and donor events; publicity for Taking Part's Neighbourhood Theatre scheme; and the Director's Program.

Ticketing and Sales

- To agree pricing, yield and attendance targets with Executive Director for all shows at the Young Vic.
- Oversee and evaluate sales initiatives such as Season Savers and promotions.
- 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 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.
- Devise strategies and maximise sales for new work as appropriate.

Young Vic

Press & PR

Working closely with the Press Manager:

- Uphold and amplify the profile of the Young Vic and its work in the press, broadcast and new media through implementation of the Young Vic's overall press and PR strategy and by proactively supporting the Press Manager's management of show and special projects publicity.
- To lead on strategy for announcing new seasons, new productions, new appointments and any other projects to the press.
- In conjunction with the Producers to attend and oversee press nights at the theatre.
- Oversee press strategy for fundraising events, Taking Part initiatives, short films and industry awards.
- With Artistic Director and Executive Director, 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.

Digital

- Create and implement the digital communications strategy (including social media) for the YV, working closely with artistic and producing teams to create content inspired by YV productions.
- Work cross-departmentally to deepen engagement with audiences and broaden reach of organisation.
- Oversee platforms and content to engage with the industry, audiences and young people looking to work in theatre.
- Work closely on all digital and film projects with artistic teams and Digital Manager.
- Devise distribution and release strategies for digital productions.

Audiences

- To lead the audience development strategy at the Young Vic, setting annual targets for audience retention and acquisition.
- To develop young audiences at the Young Vic through pricing, outreach and advertising.
- To develop diverse audiences at the Young Vic through advertising, guerrilla marketing and by engaging with diverse and inclusive influencers and publications.
- 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.
- To oversee and analyse audience feedback using surveys, analytics and other tools.
- To support the Executive Director in reporting to the Arts Council on audience stats and figures.

Young Vic

Brand and Profile

- Responsible for maintaining and building profile of the organisation locally, nationally and internationally.
- 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-productions and transfers.
- To work with the Theatre Manager to maintain high levels of customer service and excellent visitor experience, including some attendance at in-going of shows as required to maintain service.
- To be the initial point of contact for marketing with regard to touring venues and Young Vic Associate Companies.
- To work with the Executive Director and Producers to review and contribute to co-production contracts/agreements.
- To work with the Directors of Taking Part, Development and the Associate Artistic Director to create a strategy around marketing and communication for those areas as well as content delivery.
- Monitor the Young Vic's brand in the industry and beyond, and share all relevant news with the wider team as necessary
- Working closely with Development on corporate opportunities and brand alignment with individuals and other organisations
- Work closely with Taking Part to promote Neighbourhood Theatre, YV Unpacked and all other major initiatives
- Support Associate Companies and Associate Artists on their press and marketing initiatives wherever possible

Staff Management

- Set objectives and targets for marketing and press 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 press, marketing and digital industries.
- To be familiar with and personally responsible for acting within the Equal Opportunities Policy of the Young Vic, and all other Young Vic company policies.
- 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 Press

Essential Skills & Experience

- Take an imaginative approach to marketing and communications.
- Impeccable written and verbal communication and presentation skills.
- Excellent copy-writing skills.
- Strong attention to detail.
- Ability to think creatively.
- Strategic planning skills.
- Accurate financial management and reporting skills.
- Excellent organisational skills with the ability to delegate, manage and prioritise tasks under pressure.
- Experience of working to ambitious sales targets/ maximising revenue.
- Experience creating effective audience development strategies and an understanding of the role audience data plays in informing marketing operations.
- A proven track record in originating creative, successful marketing campaigns.

Desirable Skills & Experience

- At least 5 years working in performing arts marketing with a minimum of 3 years 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 of the opportunities presented by digital and social media.
- Experience in developing sales and ticketing strategies in the performing arts.
- Experience of contemporary box office best practice and customer service.
- Experience managing and developing an organisation's brand profile.
- Experience in media relations and press engagement.
- Experience of leading and motivating high-performing teams.
- Experience of managing mid-to-large scale budgets.
- Results-orientated and self-motivated.
- Collaborative and able to nurture the strengths of others.
- Able to remain calm under pressure.
- An interest in theatre and the performing arts.
- A passion for the work produced at the Young Vic, and its core mission.