

Job Summary

MARKETING MANAGER

Responsible to:	Director of Marketing and Press
Responsible for:	Marketing and Communications Assistant
Salary:	£30,000 - £35,000 depending on experience
Contract:	Permanent
Hours:	Office hours are 10am to 6pm Monday to Friday Occasional evening and weekend work will be required. No overtime is offered. Young Vic's TOIL policy is currently under review.
Benefits include:	Contributory Pension Scheme; Season Ticket Loan Scheme; training and development opportunities.
Holiday:	25 days per annum pro rata, rising by one day for each full financial year worked to a maximum of 30.
Probation period:	3 months
Notice period:	3 months

Key Objectives:

- To support the Director of Marketing and Press in maximising attendance and box office income through the creation and implementation of creative and effective marketing campaigns.
- To create effective brand, marketing and sales strategies and provide insightful campaign analysis.
- To ensure that all communications materials are timely, impactful and accurate.
- To support the Director of Marketing and Press and the wider company in all digital initiatives and projects.

Job Description

MARKETING MANAGER

Main Responsibilities:

Marketing and Sales

- In consultation with the Director of Marketing and Press, plan and execute the Young Vic's Season Launch, Main House and Studios production and event campaigns within agreed costs and timeframes, including print, distribution, advertising, outdoor, social media, digital, FOH and promotions.
- Liaise with relevant media agencies, designers and suppliers to ensure all campaign activity is planned and booked and assets are designed and supplied in a timely manner.
- Plan and manage campaign budgets.
- Analyse and report on the success of campaign activity.
- Support the Director of Marketing and Press in the design and sign-off of artwork for each production, liaising with graphic designers, photographers, creative teams, co-producers and any other relevant suppliers or internal and external stakeholders.
- Oversee rehearsal and production photography for Main House and Studio shows.
- Oversee the production and installation of all Front of House displays and internal and external signage, liaising with the Artistic Director, Executive Director, Theatre Manager and Director of Marketing and Press.
- Line manage the Marketing and Communications Assistant, helping them to plan and execute their responsibilities effectively.
- Build and maintain successful relationships with artists, co-producers, associate companies and tour venues.
- Keep up to date with the latest developments in marketing and advertising and propose new initiatives to help reach new audiences.

Digital

- Oversee the Young Vic's online presence including website, digital and e-marketing and social media.
- With the support of the Marketing and Communications Assistant and in consultation with the Director of Marketing and Press, manage the Young Vic's social media channels, including planning and scheduling organic posts and paid-for social advertising.
- Manage the Young Vic's Facebook advertising Business account.
- In consultation with the Director of Marketing and Press, plan and oversee production of digital content for Young Vic campaigns and events, including for publicity, branding and information purposes.
- With the support of the Marketing and Communications Assistant and in consultation with the Director of Marketing and Press, oversee all e-marketing activity – including supporting the Marketing and Communications Assistant in writing copy, proofreading, creating email templates in WordFly and extracting relevant data lists.
- Ensure the effective use of Tessitura and WordFly for marketing and audience analysis.

- Oversee the set up and scheduling of SEO, Google Ads, Programmatic and social advertising campaigns, liaising with external agencies to approve media plans, book activity and ensure relevant tracking has been set up.
- Alongside the Digital Manager, report on social media and website traffic and growth, and provide analysis of e-marketing campaign performance.
- Alongside the Digital Manager, work with the external website development agency to oversee changes to the website and ensure great user experience and functionality.

Audience Development

- Support the Director of Marketing and Press in creating, executing and reporting on audience development initiatives, analysing data to provide insights into sales patterns and audience segments.
- Analyse booking data to ensure the most effective use of the database and direct marketing activity.
- Find new ways to grow the Young Vic database and audiences organically, and through paid activity.
- Plan and oversee reciprocal marketing activity with other organisations.
- Research and develop new audience segments as needed for each production.
- Support the Press Manager and Marketing and Communications Assistant in developing a database of influencers relevant to each production.

General

- To work closely with other departments within the company in relation to all marketing and communication matters.
- Support the Director of Marketing and Press in building and maintaining a strong brand presence in line with the mission and values of the Young Vic.
- Attend and watch Young Vic performances and events, as required.
- Undertake training and attend networking events deemed necessary by the Director of Marketing and Press.
- Ensure all data management and communications is compliant with GDPR and the UK Data Protection Act (2018)
- Act as a representative and advocate of the Young Vic.
- Ensure, along with other staff, that public areas are kept presentable and safe for the public and provide the best possible impression of the Young Vic, ensuring information is up to date at all times.
- Represent the Marketing and Press Department on relevant internal Working Groups and Panels.
- Provide the highest level of audience care and service at all times.
- 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.
- Carry out any other duties that may arise to fulfil the main objectives of the post and the aims of the Young Vic.

Person Specification

MARKETING MANAGER

Essential

- Proven experience of working at manager level in an arts marketing department, marketing or advertising agency, including experience leading on campaigns
- A digital focused marketing strategist, up to speed with digital & social best practices
- Creative flair and an imaginative approach to marketing campaigns and audience development
- Experience briefing and booking designers, and trafficking artwork and print
- Experience managing budgets
- Excellent copy writing, editing and proof-reading skills
- Excellent administrative, organisational and time-management skills
- Excellent degree of accuracy and attention to detail
- Excellent verbal and written communication skills
- Sound knowledge and experience of managing Twitter, Instagram, Facebook, TikTok and YouTube platforms
- Deep interest in and knowledge of social media trends and tools
- Experience using Tessitura, the Young Vic's ticketing system and database
- Experience managing Facebook Business advertising accounts and using social content publishing software
- Experience using website Content Management Systems
- Experience with email marketing software and creating e-newsletters
- High level of computer literacy on all Microsoft office applications
- Good working knowledge of Photoshop, InDesign or other Adobe Creative Suite software
- Good working knowledge of video editing software
- A supportive team member
- Flexibility, reliability and commitment
- Good listening and negotiation skills
- The ability to work on own initiative
- A passion for and interest in arts and culture

Desirable

- Previous theatre marketing experience in a producing venue
- Previous Line Management experience
- Experience using Tessitura, the Young Vic's ticketing system and database
- Experience using WordFly, the Young Vic's e-marketing platform
- Experience using Drupal, the Young Vic's website CMS
- Marketing training or qualifications