

Job Summary

Marketing Officer

Responsible to:	Senior Marketing Manager
Salary:	£30,000 per annum.
Terms:	Permanent contract.
Hours:	35 hours per week. Normal office hours are 10am – 6pm Monday to Friday. This is an office based role, with flexibility around how the hours are split over a working week.
Benefits include:	Contributory pension scheme; Season Ticket Loan Scheme; training and development opportunities.
Holiday:	25 days per annum pro rata plus bank holidays, rising by one day per full financial year served to a maximum of 30 days.
Probationary period:	3 months
Notice period:	1 month during probationary period, 2 months thereafter

The Marketing and Audiences Department

The Marketing and Audiences Department design and deliver the Young Vic's marketing, sales, communication, and audience development strategies. We oversee marketing and press campaigns across the entire Young Vic programme – this includes our productions, projects and events, in the main house, studios, digital 'stages', and across the creative engagement and talent development departments. It's our role to communicate the Young Vic's identity and culture, as well as cultivating new and existing audiences for the Young Vic's work. This includes ensuring the Young Vic's public spaces, digital channels, and tone of voice are inclusive and welcoming to people of all backgrounds and identities.

Purpose of the Role

To be a core member of the Marketing and Audiences department, with responsibility for the Young Vic's email and website communications. The role also supports the Senior Marketing Manager on creating dynamic and far-reaching marketing campaigns across the Young Vic's full programme of shows, projects and events.



About the Young Vic

The Young Vic has always been more than a theatre – bigger than a building; it's a set of values that uphold the conviction that theatre is an indispensable part of civic life. Whether on our stages at our home on The Cut, touring to schools and community centres across South London, premiering a play in the West End or on Broadway, streaming our work across the country and around the world – we are actively working to be a theatre for everyone.

Our Anti-Racism Commitment

Our leadership team and staff share a joint commitment to prioritising the wellbeing of Black and Global Majority people at the Young Vic. We are working together to create a culture of care for all, but especially those with lived experience of racism, and we commit to holding each other accountable for building and maintaining this culture. We believe that making the Young Vic an anti-racist organisation makes the culture better for everyone.

The Language We Use and Why

We believe that language is important and empowering. Where possible we are specific as possible with our language, and avoid defaulting to umbrella terms or making assumptions about people's identity or experience.

When we can't be specific, we say 'Black and Global Majority' instead of phrases like 'Person of Colour' and 'BAME'. This is because the term 'Black and Global Majority' does not centre whiteness, and is also factually true - over 80% of the world's population make up the Global Majority.

Our Values at the Young Vic

We are committed to creating an inclusive environment where everyone is treated with fairness, dignity, respect and importance, and shows respect for themselves, others and our community regardless of seniority or area of work. Our values are as follows:

We believe theatre is at its best when everyone participates. We begin by asking, who isn't here that should be? Then we make certain they are. At the Young Vic, everyone belongs, everyone is welcome.

We are driven by relentless curiosity and debate. We believe in the power of stories to help us see the world in new ways. We believe in being a forum for discussion and opposing views, in the possibility of fostering understanding and shifting perspectives.

We believe in pioneering and leading into the unknown. We innovate in how we make work and how we share it. We push against the status quo to challenge whose voices are celebrated, and whose stories are told.



About the Young Vic

We are led by the creativity of our people and the limitless possibility of imagination. We believe in pushing limits and reimagining what's possible. We make space for the unexpected, and we move quickly to make the most of opportunity. We collaborate: working together to achieve shared goals. We believe our organisation is made stronger by including varied and unique perspectives and talents in every aspect of our work. We are committed to reflecting the great diversity of our city onstage and off.

We prioritise kindness, we lead with heart, with care, and with the wellbeing of our people - our staff, participants, volunteers, theatre makers, civic leaders, advocates, supporters, and audience members.

We are committed to openness rooted in trust. We believe in being held to account - apologising when we've not upheld our values or when we've caused hurt or confusion, and learning from our mistakes.

Job Description

Marketing Officer

Main Responsibilities

Campaign marketing:

- Lead on Studio show campaigns. This will involve creating/ adapting artwork, administrating the budget, organising relevant photography and presenting the campaign plan and evaluation to the team
- Across all productions, assist the Marketing Manager on the design, print, and distribution of marketing materials such as programmes, posters and flyers
- Co-ordinate Front of House print display and liaise with printers to ensure posters around the building is up to date
- Across all productions, assist the Senior Marketing Manager with campaign research and arrange reciprocal marketing and ticket offers for show campaigns
- Collate copy and images for the Young Vic's programmes, freesheets and play texts, and co-ordinate sign off
- Support the Senior Marketing Manager and Social Media Manager on photoshoots and film shoots, including but not limited to scheduling, booking of space, organising equipment, and support on the day, catering and booking photographers/ videographers
- Supporting the team on Press Nights, including gathering cast/ audience for photos and vox pops and ensuring set up for the night is in order

Email marketing:

- Work with the Senior Marketing Manager to develop a successful email marketing and segmentation strategy for the Young Vic
- Co-ordinate Young Vic email communication, including owning the email schedule, creating emails in Dotmailer, and creating customer lists in Spektrix
- Work closely with Taking Part, Creators Program and Development teams to ensure that Young Vic emails are consistent in tone and design. Leading on a YV wide email schedule and checking in with the above teams on what will be sent each week
- Work with the Senior Marketing Manager to ensure the Young Vic's tone of voice is inclusive and welcoming to people of all backgrounds and identities and uses an anti-racist lens
- Reporting weekly on email success and analysing changes to be made for each segment ready for the next email campaign
- Using Audience Development software to understand our email audiences and feeding this into the email plan for the campaign

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- Booking promotional emails with advertising partners writing the copy, supplying the content and circulating internally for sign off

Website:

- Build website pages for every production, including the cast and creatives page
- Create copy for the Young Vic website that promotes our full programme of work and provides an enjoyable and accessible user experience for Young Vic audiences
- Work closely with Taking Part, Creators Program and Development teams to ensure the Young Vic website effectively communicates their different departmental objectives, building pages where needed
- Support the Senior Marketing Manager on maintaining and improving the Young Vic website

Social Media:

- Working with the Social Media Manager, write social media copy promoting Young Vic shows, projects and events
- Support the Social Media Manager on researching social media influencers and content creators
- Assist the Social Media Manager in creating phone-based content for reels and TikTok videos when needed

Reporting:

- Create the Young Vic's surveys and collate the data to support the Young Vic's audience development strategy and fulfil our annual Arts Council reporting
- Collate the audience demographic data taken from our surveys to assist with show evaluation
- Analyse emails across each campaign in terms of A/B testing, segmentation and response.
- Support the Head of Communications with Young Vic press cuttings

Access provision:

- Promote access performances to returning and new audiences
- Work with Stagertext and Vocaleyez to ensure the Young Vic is following best practice in access provision
- Create Pre-Show Information sheets, visual guides, easy read guides and show warnings for Young Vic shows
- Create image descriptions for all images shared on Young Vic channels

General:

- To work closely with other departments within the company including Development, Creators Program and Taking Part in relation to all marketing matters
- To actively support the Young Vic's goal to become an anti-racist organisation, and to help ensure an inclusive and safe environment is created both for internal colleagues and project freelancers who are Black or from the Global Majority

- To ensure any personal data handling complies with the UK Data Protection Act (2018), especially in the area of email marketing
- 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 represent the Marketing & Audiences Department on relevant staff panels.
- To be an active and supportive member of the Young Vic staff and to provide highest level of customer and audience care and service whilst a member of the Young Vic Staff team
- Any other reasonable duties that arise to fulfil the objectives of the role

Person Specification

Essential Skills

- A creative and dynamic approach to marketing
- Proven experience in a marketing role
- Experience using an email management system
- Proven copywriting and editorial skills
- Proven organisation and time management skills
- A passion for theatre and ensuring that it is inclusive of, and accessible to those who experience barriers to engaging with the arts
- High degree of accuracy, reliability and attention to detail
- A collaborative approach to working and the ability to communicate clearly in person, both one-to-one and in groups
- Computer literacy on Microsoft 365

Desirable Skills

- A passion for the work produced at the Young Vic, and its core mission
- Experience briefing and booking designers and photographers, and trafficking artwork and print
- Experience with budget administration including coding invoices and logging on budget trackers
- Experience creating social content
- Understanding of, and commitment to promoting accessible performances
- Experience in Spektrix ticketing system
- Experience of pulling reports and analysing data
- HTML and content management system experience