



# LEEDS PLAY HOUSE

## MARKETING OFFICER

### Recruitment Pack

If you require this Recruitment Pack in a different format, please contact the HR & Learning team on 0113 213 7280 or [recruitment@leedsplayhouse.org.uk](mailto:recruitment@leedsplayhouse.org.uk)



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**



**THE LIZ & TERRY BRAMALL  
FOUNDATION**





QUARRY THEATRE  
**850 CAPACITY**



BRAMALL ROCK VOID  
**100 CAPACITY**



COURTYARD THEATRE  
**420 CAPACITY**

# QUICK FACTS

## 3 THEATRES

5 MAIN REHEARSAL & STUDIO SPACES

## c175,000

AUDIENCE PER YEAR

## OVER 19,500 PEOPLE

CONNECTED THROUGH PLAYHOUSE CONNECT

## 10M

TURNOVER

+

THIS **SHORT FILM** WILL  
HELP YOU UNDERSTAND  
WHAT WE'RE ALL  
ABOUT.

- Restaurant and café
- Two bars
- Conferencing and events
- Public gallery space
- Dedicated space for young people

[leedsplayhouse.org.uk](http://leedsplayhouse.org.uk)

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# WHO WE ARE

**Leeds Playhouse** has been one of the UK's leading producing theatres for 55 years. It is an award-winning theatre and a cultural hub, a place where people gather to tell and share stories and engage in world class theatre. It makes work which is pioneering and relevant, seeking out the best companies and artists to create inspirational theatre in the heart of Yorkshire.

Its warm welcome was recognised at the **UK Theatre Awards**. In 2022, **Leeds Playhouse** was named **Most Welcoming Theatre**, recognising its daily endeavors to make the building an inviting, engaging, creative, accessible and inclusive hub at the heart of the Leeds City Region. For the last three years, leading performers in Playhouse productions have been named Best Performer in a Musical and, in 2024, the Playhouse's production of *Oliver!* was named Best Musical.





# WHAT WE DO

Alongside the work on its stages, the Playhouse works creatively with the people, artists and communities of Leeds through its innovative, sector-leading Playhouse Connect programme. Focussing on two key areas – Learning & Skills and Creative Communities – Playhouse Connect engages with thousands of people in the region each year. As part of this work, its Artistic Development programme, Furnace, engages with theatre-makers, providing a creative space to refine their practice at all stages of their careers; it builds, develops and sustains projects to connect with refugee communities, young people and students, older people and people with learning disabilities; it hands over spaces to communities to use in ways they choose, from breakdancing to roller-skating, craft markets to tea parties, enlivening the building whilst fostering deeper relationships; and works in-residence around the city, connecting with people on their doorsteps.

As a registered charity, **Leeds Playhouse** relies on the support of valued partners to make great things happen. It is grateful for the continued support of **Arts Council England, Leeds City Council, The Liz and Terry Bramall Foundation** and the many charitable trusts, business partners and individuals that continue to support the vital work of the theatre.

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# THE ROLE

We are recruiting for an innovative and creative individual to join us in the role of **Marketing Officer** to deliver marketing campaigns that build and widen our Playhouse community, drive engagement and ticket sales, and raise awareness of **Leeds Playhouse's** name and brand.

You will be responsible for contributing to and coordinating authentic and on brand marketing engagement for all audiences and participants, for our on and offline activities across every touchpoint, from print, out of home, video content, email, web, social, video, digital screens and more. You will also plan and deliver marketing campaigns to increase the reach of our digital creative engagement and output.

You will be working in collaboration with Producers, the Playhouse Connect team, Furnace team, the wider Playhouse teams and with external partners.



# DUTIES AND RESPONSIBILITIES

## THE MAIN DUTIES AND RESPONSIBILITIES OF THE ROLE ARE:

- Setting up, contributing to and optimising sales, advertising and social media campaigns, in order to deliver the Marketing and Communications strategy, as directed by the Head of Marketing, working closely with the Playhouse's external providers.
- Actively seeking opportunities to market the Playhouse to harder to reach audiences.
- Playing an active part in the planning of show and project campaigns contributing directly to season planning sessions.
- Working in our CRM and box office system Spektrix to schedule email and postal campaigns, as well as automation programs.
- Coordinating and creating social media marketing, with a focus on developing engaging content and optimising channels.
- Using analytics to measure the effectiveness of campaigns and channels, and producing regular campaign reports to monitor the success of campaigns and make recommendations.
- Coordinating content across our digital channels and screens.
- Coordinating e-marketing campaigns.
- Updating the website with content, including photographs, video content etc.
- Booking media advertising campaigns with our nominated media buying partner.

## GENERAL RESPONSIBILITIES

- Support the Audiences team in the provision of a comprehensive service.
- Adhere to and implement the guidelines, procedures and policies for the company as detailed in the staff policies.
- Managing show and project specific campaign coordination, ensuring ticket income and participation targets are achieved.
- Play a role in the life of the company and to work across departments to develop a positive and engaged organisational culture.
- Work with Playhouse Connect to open up the theatre's creative processes to a wider range of communities, including people engaged in learning.
- Be aware of, and comply with, rules and legislation pertaining to Health and Safety at work and to abide by the procedures as set out in the Health and Safety Policy of **Leeds Playhouse**.
- To have a positive attitude to environmental issues. To have a pro-active role in the development and action of environmental policy and procedures relevant to the Sound team in particular and the Playhouse as a whole.
- To have a positive attitude to and willingness to engage with and seek continual improvement in areas of inclusion and anti-racist practice at **Leeds Playhouse**, including our Plan for Change and Action for Change development initiative.
- To be willing to undertake training and development as required.

## ANY OTHER DUTIES

The duties and responsibilities set out are not exclusive or exhaustive. The post-holder may be required to undertake other reasonably determined duties and responsibilities within the organisation which are appropriate with the level of the role without changing the general character of the post. The post-holder would be given appropriate training and equipment to carry out any duties of this kind.

# KEY RELATIONSHIPS

The role of Marketing Officer is part of the Audiences department.

You will be line managed by the Head of Marketing and will work closely with the Senior Marketing Officer, Graphic Design Officer, Media and Content Officer and other members of the directorate.

## KEY INTERNAL RELATIONSHIPS

- Head of Marketing
- Director of Audiences
- Senior Marketing Officer
- Graphic Design Officer
- Communications team
- Head of Sales and Audience Data
- Front of House teams
- Fundraising and Development department
- Playhouse Connect department
- Producing and Programming department
- Finance team

## KEY EXTERNAL RELATIONSHIPS

- Visting companies
- External venues
- Ticket agents
- Media buying agency
- Graphic designers
- Videographers
- Photographers



# PERSON SPECIFICATION

## ESSENTIAL REQUIREMENTS

**If you do not demonstrate that you meet all these criteria, you may not be shortlisted.**

- An interest in, or curiosity for, theatre.
- Experience of how well orchestrated marketing has a real impact on sales and participation.
- Strong communications skills, both written and verbal, and ability to build positive relationships with existing and new communities/audiences.
- Highly analytical, with ability to use data to make decisions and test ideas.
- Experience of what strong visual design can bring to marketing.
- Time management and prioritisation skills: can manage multiple competing tasks and deliver on tight deadlines.
- A proven ability to solve problems.
- A strong team player, happy communicating with colleagues at all levels.
- Strong IT skills and ability to pick up new software packages quickly as needed.
- An understanding of promotional film making.
- Ability to work evenings and weekends occasionally with notice.

## DESIRABLE REQUIREMENTS

**If we need to choose between candidates who meet the essential criteria, we may take these factors into account:**

- Bachelor's degree in Marketing, Business Administration, Communications, or a related field.
- Experience working in box office systems, more specifically Spektrix.
- Experience using cross-channel marketing platforms such as DotDigital.
- Familiarity with digital marketing tools (SEO, Facebook Creator studio, GA4, Google Looker Studio).

# EMPLOYMENT TERMS SUMMARY

## **CONTRACT**

Permanent, full-time contract.

Any offer we make is subject to:

- receipt of 2 satisfactory references
- proof of eligibility to work in the UK
- successful completion of probation period

## **SALARY**

£25,618 per year.

## **HOURS**

Full time of 35 hours per week. Some evening and weekend work will be required.

There may be occasions when you are required to work outside the normal hours outlined. In recognition of additional hours worked, you are entitled to Time Off in Lieu (TOIL) in line with the Playhouse TOIL policy.

## **PROBATIONARY PERIOD**

12 weeks.

## **NOTICE PERIOD**

4 weeks. 1 week during probation period.

## **LOCATION OF WORK**

Your main place of work will be Leeds Playhouse. You may be required to work permanently or temporarily at other locations in the Leeds City Region. You may be asked to work temporarily in other locations in the UK.





# BENEFITS

## PENSION

Auto-enrolment in a Standard Life Pension, unless you opt out, with 3% employer contribution.

## HOLIDAYS

5 weeks per holiday year, plus Statutory Bank and Public Holidays, rising with length of service.

## BENEFITS

- 2 paid wellbeing days a year.
- Free employee assistance service.
- Corporate gym and swimming discount.
- Staff ticket discount.
- Staff discount in Playhouse food and drink outlets.
- Inhouse counselling services with a BACP counselling professional on site (by referral).
- Voluntary Cash Health Plan (optional).

# HOW TO APPLY

**TO FIND OUT  
MORE, PLEASE  
CONTACT HEAD OF  
MARKETING AT  
[josh.babcock@leeds  
playhouse.org.uk](mailto:josh.babcock@leedsplayhouse.org.uk).**

## PHOTOGRAPHY CREDITS

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Page 12: *The Lives We Carry at  
Furnace Festival*, photography by  
Steffi Njoya

Please read the job description carefully before starting your application to ensure that you meet all of the essential criteria and are able to provide evidence in your application to support these areas. Only relevant information will be considered when shortlisting candidates.

Your application will be retained securely for 3 months before being destroyed if you are unsuccessful, and for up to 12 months if you are successful.

## HOW TO APPLY

To apply for this post please complete the online application form and diversity monitoring form which can be found on the job opportunities page, under the job role you are applying for. Data from your diversity monitoring form will not be shared with the recruitment panel.

If you would like to request any adjustments to enable you to apply for this post or to fully participate in an interview, please contact [recruitment@leedsplayhouse.org.uk](mailto:recruitment@leedsplayhouse.org.uk).

## INTERVIEWS FOR DISABLED CANDIDATES

Leeds Playhouse is a member of the Disability Confident scheme. Subject to capacity, we will interview candidates who identify as disabled who demonstrate that they meet all the essential criteria for the job.

## EQUAL OPPORTUNITIES

Leeds Playhouse is committed to promoting equality and opportunity in its employment practices. In particular, the company aims to ensure that no potential or actual employee receives more or less favourable treatment on the grounds of race, colour, ethnic or national origins, marital or civil partner status, sex, sexual orientation, gender reassignment, age, or religious beliefs. Disabled candidates will not be treated less favourably on the grounds of their disability.

## SAFEGUARDING

The Playhouse takes safeguarding seriously, and operates an environment where all staff are expected to report any concerns about children, young people or adults at risk, or about the behaviour or practice of colleagues and other people they come into contact with.



A photograph of a man and a woman interacting at an event. The man, on the left, has dark curly hair and glasses, wearing a teal polo shirt and a lanyard with a badge that says 'LEEDS PLAYHOUSE'. He is smiling and pointing at a smartphone held by the woman. The woman, on the right, is wearing a yellow knit beanie, a colorful patterned scarf, and a purple knit sweater. She is holding the smartphone and a yellow drink in a clear plastic cup. The background is dark with some blue and white bokeh lights. A large, semi-transparent orange vertical bar is on the left side of the image.

# THANK YOU

## FIND US AT

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Quarry Hill, Leeds LS2 7UP  
[leedsplayhouse.org.uk](http://leedsplayhouse.org.uk)  
0113 213 7700