

MARKETING OFFICER



APPLICATION INFORMATION 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

QUICK FACTS



3 THEATRES

5 MAIN REHEARSAL & STUDIO SPACES

c193,000

AUDIENCE PER YEAR

OVER 19,500 PEOPLE

CONNECTED THROUGH PLAYHOUSE CONNECT

10M

TURNOVER



- Restaurant & café
- Two bars
- Conferencing and events
- Public gallery space

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

WHO WE ARE



Leeds Playhouse is Leeds's home for bold stories and shared humanity. For more than 55 years, it has been one of the UK's leading producing theatres - an award-winning cultural hub where people gather to tell and share stories, and to experience world-class theatre. Many of its productions transfer to the West End, tour nationally, and travel the world.

Born from the city itself, **Leeds Playhouse** was fought for and built by people who believed a city without a theatre is a city without a heart. That spirit still drives everything it does: making ambitious theatre that represents, entertains, challenges and connects – across three spaces, one city, and many voices - and helping shape the cultural life of the country. From big names to artists and communities often unheard or ignored, the Playhouse seeks out the best companies and artists to create pioneering, relevant work in the heart of Yorkshire.

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. Through its three strands, People's Playhouse, Playhouse Ensembles and Furnace, Playhouse Connect develops audiences, removes barriers to access, creates opportunities for communities to share their voices on stage, and supports the development of artists across Leeds and Yorkshire. The programme builds lasting relationships with refugee communities, young people and students, older people, and people with learning disabilities, ensuring the Playhouse remains a truly inclusive and representative cultural space.

As a registered charity, **Leeds Playhouse** relies on the support of valued partners to make great things happen. It's work also makes a significant contribution to the region's economy, sustaining jobs and driving the wider economic life of the city. The Playhouse 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 who continue to support the vital work of the theatre.

THE ROLE



MARKETING OFFICER

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.

MAIN 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 be willing to undertake training and development as required.
- 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 your 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**.
- Undertake any other duties reasonably 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 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.

We won't ask you to manage other staff.

KEY INTERNAL RELATIONSHIPS

- Marketing, Communications and Sales staff members
- Commercial & Front of House teams
- Fundraising & Development department
- Playhouse Connect department
- Producing & Programming department
- Finance team
- HR & Learning department

KEY EXTERNAL RELATIONSHIPS

- Visiting companies
- External venues
- Ticket agents
- Media buying agencies
- Graphic designers
- Videographers
- Photographers

PERSON SPECIFICATION

ESSENTIAL

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

This is a 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 a 12-week probation period

SALARY

£26,130 per year.

HOURS

Full-time, consisting of 35 hours per week. Evening and weekend work may 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.

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. As part of our commitment to flexible working, we may permit or require you to work from home (or from outside our buildings) on occasion.

BENEFITS



PENSION

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

HOLIDAYS

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

BENEFITS

- Up to 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

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

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 is committed to safeguarding, and operates an environment where all staff are expected to report any concerns about vulnerable people, or about the behaviour or practice of colleagues and other people they come into contact with.

THANK YOU



FIND US AT

PLAYHOUSE SQUARE,
QUARRY HILL, LEEDS LS2 7UP
LEEDSPRAYHOUSE.ORG.UK
0113 213 7700

PHOTOGRAPHY CREDITS

All photographs are copyright
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the Wardrobe*, photography by
Brinkhoff/Mögenburg; *I Wanna Be Yours*,
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Page 2: *Oliver!*, photography
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Page 3: *Wendy & Peter Pan*, photography by
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Page 9: *A Christmas Carol*, photography by
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