**Job Description**

**Responsible to:** Marketing Manager

**Overall Purpose**

In consultation with the Marketing Manager, you will execute marketing and sales campaigns for the National Theatre of Scotland, nationally and internationally, working as part of the Audience and Media team.

You will provide support for the following areas of National Theatre of Scotland activity: tickets sales and attendances at our in-house and co-produced productions, liaising with venues, co-producers, partners and other external stakeholders and effective collection, analysis and use of market intelligence, box office sales data and audience research.

**Main responsibilities**

* To develop innovative marketing campaigns to promote our activities, performances and participatory events to audiences, stakeholders and the wider public, building brand awareness as well as audience loyalty and retention.
* To support our marketing and sales functions to ensure audience development and income targets are achieved
* To ensure effective collection, analysis and use of market intelligence and box office sales data.
* To establish and maintain good contacts with our stakeholders including audiences, co-producers, partners, touring venues, artists and creative teams in support of sales activity.

**Specific Duties**

***Marketing***

* In conjunction with the Marketing Manager to create and deliver marketing and campaign plans for our productions and co-productions.
* Brief the content team on marketing assets needed for each project.
* Manage production of marketing materials, including leaflets, posters, signage, and digital assets, and manage the proofing and approval process both internally and externally.
* Help devise and implement appropriate marketing and advertising, distribution schedules in conjunction with media buyers and venues.
* Plan and implement an effective Customer Relationship Management (CRM) plan, including setting up email campaigns using appropriate software (currently *Dotmailer*), and coordinating the schedule with other teams internally as well as with venues and partners own CRM campaigns.
* Write effective and accurate marketing copy where appropriate and coordinate approval process internally and externally.
* Plan, monitor and update each marketing campaign budget and ensure that spend does not exceed the allocated budget.
* Create, populate, and edit webpages for ticketed productions using appropriate Content Management System (CMS)(currently *Craft*).
* Manage internal customer surveying process using Survey Monkey, maintain documents tracking our audience demographics and ensure accuracy. Provide data and insights for reporting purposes internally and to funders.

***Venues, sales, and ticketing***

* Develop excellent relationships with touring venues and secure best presence in their brochures, website, e-newsletters, and venues.
* Maintain regular contact with touring venues’ marketing, box office and front of house departments, and provide them with all the necessary information (brochure text, pictures, box office packs, ticket holds, print, etc).
* Develop robust systems to import sales and customer data from venues to Spektrix (our ticketing and marketing system), minimising duplicate records and ensuring information is maintained in accordance with current data protection legislation.
* Maintain sales and audience records, collecting figures weekly from venue box offices and Spektrix.
* Report accurately each week on box office sales and attendances at our performances and events and provide written reports and dashboards analysing box office and audience development performance and trends as required.
* Manage our ticket allocations via venue box offices and Spektrix.
* Manage pop-up box office operations that may be required for site specific projects.

***Other***

* Research, develop and manage relationships with promotional partners (including other arts organisations, universities, schools, tourism agencies, audience development agencies and commercial businesses), to broaden our profile and build awareness of upcoming tours.
* Act as ‘super user’ for Spektrix, including coordinating internal user group and liaising with ‘super users’ in other organisations to ensure best use of the system for the organisation.
* Plan and deliver recruitment campaigns
* Deputise for the Marketing Manager as required.
* Any other duties as required by the Line Manager.

## Organisational Requirements

* Work towards the achievement of National Theatre of Scotland’s organisational goals
* Take part in organisational projects as required.
* Maintain a high standard of customer care
* Use ICT applications to service the post’s administrative needs
* As you may be the first point of contact for many external organisations, and individuals, you are expected to remain up to date with, and aware of, developments within National Theatre of Scotland and its work.
* As the post will require handling, processing, and recording of restricted information, confidentiality is required to be always maintained.
* Attendance at performances of the National Theatre of Scotland and other companies, to develop and maintain an understanding of developments within the company’s work and the wider sector
* Comply with National Theatre of Scotland’s Health and Safety Policy and statutory regulations

**Person Specification**

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| --- | --- | --- |
| Skills and Experience | **Essential** | **Desirable** |
| Demonstrable experience of implementing marketing plans in dynamic and growing organisations, including CRM and digital campaigns | √ |  |
| Analytical, thorough, accurate and able to work under tight deadlines. | √ |  |
| Excellent excel skills, including data entry, management and analysis (including functions, formula and charting/graphing) and effective and accessible sales and financial reporting | √ |  |
| Ability to deal with a high-volume workload in a high-pressure environment. | √ |  |
| Strong interpersonal skills and the ability to establish excellent working relationships and negotiate with venues, suppliers and other third parties. | √ |  |
| Good organisational skills and the ability to manage resources effectively. | √ |  |
| Excellent working knowledge of Spektrix or similar box office system |  | √ |
| Identifying as from any of the Company’s priority underrepresented groups: Gaelic, BAME, Disabled |  | √ |

**Terms and Conditions of Employment**

**Annual salary:** £23,639 per annum

**Status:** Full time permanent contract

**Holiday Entitlement:**  34 days per annum (including public holidays) for full time staff

**Probationary period:** 6 months

**Notice period:** 3 months

**Pension:**   We make an 8% contribution into our group personal pension plan on condition that the employee makes a minimum contribution of 4%.

**Place of Work:** Based in our office in Glasgow but will be expected to attend events, performances, and briefings wherever our presence will be expected.

**Hours of work:** 35 hours per week and as necessary to fulfil the scope of responsibilities within the post, including attendance at National Theatre of Scotland performances and meetings out with office hours