

# JOB DESCRIPTION & PERSON SPECIFICATION

Marketing Officer



CIO Charity Number: 1166858

[www.phoenixarts.co.uk](http://www.phoenixarts.co.uk)

Principal Place of Work: The Phoenix Theatre

Reporting to: CEO

**Responsibilities:** Creative e-marketing will be central to the vibrant marketing strategy of Phoenix Arts. The Marketing Officer will develop e-marketing campaigns and website content, as well as maximising the benefit of Phoenix Arts' relationships and collaborations with local, regional, and where appropriate, national media. The job will also embrace the full range of marketing and sales activities. The Marketing Officer will directly support the CEO in the achievement of agreed targets, standards and objectives.

## 1. MAIN DUTIES AND RESPONSIBILITIES:

- a) With other colleagues and volunteers, contribute as required by the CEO to the achievement of Phoenix Arts' annual Business Plan, overall Marketing Strategy and marketing targets and objectives; with particular reference to achievement of targets for sales via marketing campaigns.
- b) In conjunction with the CEO, the creation and management of a highly effective e-communications Strategy for Phoenix Arts, to include website, e-communications and social networking sites, so as best to achieve marketing targets and objectives.
- c) The creation, management and administration of marketing campaigns (traditional and digital channels as appropriate).
- d) The cultivation and management of excellent relationships between Phoenix Arts and relevant press and media publications, in order to maximise positive media coverage for the Centre, and so contribute to ticket and hospitality sales targets.

2 January 2024

## **JOB DESCRIPTION & PERSON SPECIFICATON**

### **Marketing Officer**

- e) In partnership with representatives from visiting companies, the creation and management of highly effective and innovative press and PR schedules for all activities at Phoenix Arts and ensure all activities meet or exceed financial targets.
- f) In conjunction with the CEO, the management and further development of the Phoenix Arts website, ensuring accuracy of information and maximisation of on-line sales (tickets, services and hospitality) at all times.
- g) The development and implementation of innovative e-shots as an integral and timely element of all show marketing campaigns, in order to help meet or exceed financial targets.
- h) Work with the CEO on the management of the theatre's print and design requirements, including all overprinting, distribution, print production and programme production and design, so as to ensure effective promotion of the year-round programme of shows, events, workshops and classes.
- i) The development of marketing campaigns in respect of community and educational activity in order to maximise attendance at events, workshops and classes.
- j) The monitoring of campaign effectiveness and audience trends via data analysis from the ticketing system and data software.
- k) The identification and development of new audiences, utilising all available data including Mosaic profiling and via Arts Council England's Illuminate.
- l) Regular research on customer satisfaction and contribution as appropriate to the achievement of customer service targets and standards as agreed between the CEO and Board of Management.
- m) Administration of direct mail and other marketing campaign channels.
- n) Copy-writing and proof reading as required to a high standard.
- o) Liaison with all volunteers to ensure their appropriate participation in relevant marketing initiatives / campaigns, the effective management of the ticketing database and the routine housekeeping of the ticketing system. This includes the configuration of the ticketing system for new users and the effective 'backing up' of the ticketing database.

## **2. OTHER DUTIES AND RESPONSIBILITIES**

- a) The postholder will dress in accordance with The Phoenix's dress code.
- b) The postholder agrees to undertake any relevant training and development that may be required.

## JOB DESCRIPTION & PERSON SPECIFICATION

### Marketing Officer

- c) Any other related duties as may, from time to time, be reasonably required by the CEO.
- d) This job description is current at the date shown above, but in consultation between the postholder and the CEO may be subject to variation to reflect or anticipate changes in or to the job, so as to meet Phoenix Arts' business needs.
- e) The ability and willingness to work not only during weekday daytimes, but also, as required, at weekends, and on Bank Holidays.

### PERSON SPECIFICATION

Essential	
Experience of marketing in a live entertainment environment and an ability to build strong relationships with press and media.	
A passion for live theatre and entertainment and for the provision of excellent customer service.	
Evidence of organisational ability.	
The ability to perform well as part of a team and take on a lead role in projects as required.	
Experience of a Web Content Management system e.g. WordPress.	
Experience of Ticket Source or a similar venue-based ticketing option.	
Literacy, computer literacy (including proficiency in Microsoft Office 365), and numeracy appropriate to the requirements of the post.	
Strong communication skills and an excellent manner when dealing with the public, stakeholders and industry colleagues.	
Excellent creative writing and proof-reading skills.	

## JOB DESCRIPTION & PERSON SPECIFICATON

### Marketing Officer

The ability to be flexible to business needs and to work calmly and effectively under pressure.	
Ambition and drive with the ability to learn quickly.	

<b>Desirable</b>	
Experience using Microsoft Office Access.	
Experience using Adobe Creative Cloud.	
Experience using online newsletter software (MailChimp or similar).	

#### **HOURS OF WORK**

37.5 hours per week. Occasional evening, weekend and Bank Holiday working may be required.