



15 October 2018

Dear Applicant,

**Marketing Officer – Maternity Cover (6 month fixed term contract)
35 hours per week (based on a 40 hour week)**

Thank you for requesting an application pack for the role of Marketing Officer – Maternity Cover at Theatre Hullabaloo.

This pack includes:

- Job description and person specification

The application form and equal opportunities monitoring form is available as a separate downloadable document. Applications will only be accepted when submitted on the company application form unless an alternative has been agreed.

You can find out more about Theatre Hullabaloo and our work including our venue The Hullabaloo, by visiting our website www.theatrehullabaloo.org.uk.

Theatre Hullabaloo is an equal opportunities employer and particularly welcomes applications from candidates from communities that are currently under- represented within our organisation. The Hullabaloo is a purpose-designed space that is fully accessible.

We are a family friendly organisation and offer a flexible and supportive working environment, value experience as well as skills and qualifications and aim to ensure everyone in the organisation is aware of our equality and diversity commitments.

The deadline for applications is **12noon Wednesday 31 October 2018**.

Please submit your application by email to info@theatrehullabaloo.org.uk using the application form provided. If you need to submit your application in an alternative accessible format please contact us in advance so that we know to expect it.

Please note that whilst we will acknowledge receipt of your application, due to the high number of applications received, we are unable to respond to them individually. If you have not been contacted by Friday 2 November, please assume you have not been shortlisted. I hope you decide to apply and look forward to receiving your application.

Best wishes,

Laura Case

Executive Director



Marketing Officer - Maternity cover **(35 hours per week)**

£21,000 per annum, pro rata (Based on a 40 hour week)
6-month fixed term contract, although may be extended

Main Purpose of the Job:

The Marketing Officer is responsible for the effective marketing of Theatre Hullabaloo and all of its strands of work. The role is key to positioning Theatre Hullabaloo as a leading organisation in the field of theatre and young people and to its various audiences and stakeholders.

Key Responsibilities

- Plan and deliver the company's marketing campaigns in line with the relevant strategies.
- Develop and commission print to support the programme and company.
- In liaison with staff members, implement sales and marketing initiatives
- Be responsible for brand promotion and consistency, ensuring that the company and our work are credited appropriately in all relevant marketing and communications materials.
- Assist the senior management team in audience development, with initiatives to engage current and new audiences.
- Oversee evaluation and feedback tools to measure the effectiveness of the company's campaigns and activities to give a greater understanding of audiences.
- Work on joint marketing initiatives with partners.
- Work with the Administrator to track and collate box office figures.
- Develop and maintain ongoing relationships with partner venues.
- Create marketing packs and devise initiatives to help support venues & sales.
- Provide learning resources for schools to be distributed by venues.
- Contribute to the company's Digital Strategy, developing digital and social media content across key channels (including Twitter, Facebook, Instagram) to engage new and existing audiences.
- Report regularly on digital interactions and activity
- Keep the website updated via the CMS, including putting shows on sale, producing creative content.
- Create e-shots, blogs, video content and newsletters to communicate the organisation's programme and brand.
- Work with the senior management team to develop the company's profile through a range of promotional campaigns across online, print and broadcast platforms.
- Act as first point of contact for all press enquiries and respond to all media requests.
- Continue to develop the company's press database.
- Develop positive working relationships with the media to promote Theatre Hullabaloo and its activities through the management and production of press releases, briefings, listings, ad campaigns and social media.
- Support and liaise with external PR freelancers as necessary.
- Commission PR and production photos and other promotional media.
- Assist the senior management team to implement initiatives to maintain current and encourage new audiences.
- Work with the senior management team to enhance the company's understanding of its current and potential audiences.
- Develop and maintain all records in Spektrix.

General

- Act as an advocate for the company, communicating enthusiastically and confidently about our work.
- Work in line with the company's mission, vision and values.
- Offer a high level of customer and audience care at all times.

- Be available to work occasional evenings and weekends when required (mainly the Festival week in October) along with a handful of meetings and company commitments throughout the year.
- Adhere to Health and Safety procedures at all times.
- Carry out all other duties as reasonably requested by the senior management to help the company achieve its objectives.

Additional

- Theatre Hullabaloo is an equal opportunities employer and we are committed to attracting and recruiting candidates from all communities.
- As a family friendly organisation working hours can be flexible.
- Holiday entitlement: 35 days per annum (including public holidays) pro rata.
- No overtime is payable but TOIL may be taken in agreement with your line manager.

The above provides example duties under the responsibilities and is not an exhaustive list. All other duties as reasonably requested by the Executive Team.

Person Specification

Essential

- Minimum of one-year experience in a marketing or communications role
- Good knowledge of marketing and communications tools including digital and social media
- Excellent verbal and written communication skills
- Experience of copywriting, producing promotional literature or similar
- Experience of website CMS
- Excellent IT skills
- Good presentational skills
- Accuracy and good attention to detail
- Energetic, efficient, resourceful and flexible
- Positive and diplomatic
- Ability to work under pressure/to deadlines
- Organised and a self-starter
- Able to act as an advocate and inspire others
- Creative thinker
- Ability to work independently and as part of a team

Desirable

- Experience of Box Office systems, in particular Spektrix
- Degree or relevant professional qualification
- Experience of audience engagement and development
- Interest in theatre, in particular theatre for young audiences
- Clean driving license