

MARLOWE THEATRE

Job Description

| POST DETAILS | |
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| Organisation | The Marlowe Trust |
| Job title | Marketing Officer (Retention) |
| Reports to | Marketing Manager |
| Grade | K |

JOB PURPOSE

To devise and implement agreed marketing plans to deepen relationships with our existing audiences. Support the delivery of the Marlowe Theatre's loyalty strategy to achieve financial targets and to support the theatre's mission.

PRINCIPAL ACCOUNTABILITIES

- To devise and implement agreed marketing and communications campaign plans for the purpose of meeting sales and audience development targets for the Marlowe Theatre's shows and activities.
- To produce marketing and communications materials to promote the theatre's shows and activities.
- To devise and implement direct response campaign plans to support the delivery of the Marlowe Theatre's loyalty strategy, with the purpose of increasing our membership scheme and retaining existing bookers.
- To undertake analysis of sales trends and to propose changes to marketing campaigns in response to these findings.
- To monitor the allocated budget used for marketing shows and activities, to ensure compliance with financial processes so that spending stays within the allocated budget.
- To drive your own career and skills development, making the most of the opportunities made available to you.
- To work in a safe and legal way to comply with regulatory and legislative requirements.
- To live and represent the Marlowe Theatre's values.

REQUIRED ATTRIBUTES

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|---------------------------|--|
| Required Qualities | <p>The Marlowe's core values are to be authentic, supportive, resilient, collaborative, inclusive and passionate in everything we do.</p> <p>We actively seek to represent the diversity of our society</p> <p>In order to live our values, our Marketing Officer (Retention) should be:</p> <ul style="list-style-type: none"> • A great communicator • A creative thinker and problem solver • Organised and efficient • Target driven • Interested in theatre and keen to learn more |
| Knowledge | <ul style="list-style-type: none"> • Basic knowledge of the theatre industry • Good knowledge of marketing theory and practice |
| Skills | <ul style="list-style-type: none"> • Good IT skills • Good creative copywriting skills • Good written and verbal communication skills • Good analytical skills • Good project management skills |
| Experience | <ul style="list-style-type: none"> • Good experience working in marketing • A basic level of relevant experience of working in the theatre industry |
| Qualifications | n/a |

JOB DIMENSIONS

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|--|--|
| Annual budgetary amounts | |
| Number of staff reporting to the job holder | Direct Reports – 0 Indirect Reports – 0 |
| Any other relevant statistics/information | |

WORKING ENVIRONMENT

The Marlowe Trust is open to flexible working so talk to us about how you think you can best deliver this job and about your flexible working needs.

The Marlowe's performances happen mostly in the evenings and at weekends. In order to deliver the best service to our customers, all of our posts, whether frontline, strategic, planning or support roles, require some evening and weekend working.

ORGANISATION CHART

See attached

March 2025