

# THE QUESTORS THEATRE

## JOB DESCRIPTION

<b>ROLE:</b>	<b>Marketing Officer (Design and Print)</b>
<b>RESPONSIBLE TO:</b>	<b>Executive Director</b>
<b>WORKING IN COLLABORATION WITH:</b>	<b>Marketing Officer (Digital)</b>
<b>LINE MANAGING:</b>	<b>Volunteer Show Marketing Assistants, Social Media team, Videographers</b>
<b>REMUNERATION:</b>	<b>2 days per week (£8,000)/ £20,000 pro rata</b>
<b>HOLIDAYS:</b>	<b>8.8 days per year plus bank holidays</b>
<b>PROBATION:</b>	<b>4 months</b>

### Purpose of the Job

The role provides marketing and sales support for all areas of The Questors Theatre business, including performances and events, education and hires with a focus on the design and print medium. The role will be key in developing and executing campaigns for Questors Theatre productions. It will also involve promoting other Questors Theatre activities such as education courses, events, backstage tours, catering facilities, visiting companies and learning activities. Additionally it will include working closely with our active volunteer membership and the small office team.

### Duties and Responsibilities

#### **General**

1. Develop and deliver marketing campaigns for Questors productions, utilising differing approaches for Playhouse and Studio shows, for visiting companies and for other events as needed, while adhering to agreed budgets.
2. Engage with and facilitate member-led marketing initiatives.
3. Monitor and analyse the effectiveness of marketing campaigns using available data, including box office income targets.
4. Explore avenues for audience development and enact initiatives in line with organisation strategy.
5. Engage with local press, business and community groups to publicise the work of The Questors.
6. Work to increase programme advertising income.
7. Work with the Executive Director to explore ways in which The Questors brand can be improved.

#### **Design and Print Management**

8. Collaborate with our designers to create printed and digital marketing materials and video content, including posters and flyers for Questors shows, Season Guides, and other information brochures as needed.
9. Work with our printers to create printed marketing materials and ensure these materials are visible on site and distributed off-site in a timely manner.
10. Design and print marketing materials in-house for one-off and short run productions and events.

#### **Digital and Website**

11. To support the work of the Marketing Officer (Digital).

#### **Office**

12. To comply with and uphold the Questors general principles, expected levels of customer care and HR procedures.
13. To undertake training deemed necessary by your line manager.

14. To be an active and supportive member of the Questors staff team.
15. To always act in the best interests of the Questors and to use best endeavours to support the work of the organisation.
16. To maintain confidentiality in all areas relating to the Questors where appropriate.
17. To comply with the Questors' Equal Opportunities, Child Protection, Health and Safety and other policies at all times.
18. To undertake such other duties as may be reasonably required

## **Person Specification**

### **Essential**

1. A passion for theatre.
2. Proven marketing experience.
3. An understanding of marketing and audience development.
4. A basic knowledge of InDesign and Photoshop packages.
5. Experience of working successfully with a designer to create marketing assets.
6. Experience of Word/ Excel/ Outlook packages.
7. Proven copy-writing skills and experience of proof-reading.
8. The ability to manage a budget effectively.
9. A high level of self-motivation.
10. The ability to meet demanding targets within tight deadlines.
11. An ability to think creatively.
12. The ability to deal confidently and positively with people of all levels both face-to-face and over the phone.
13. Excellent organisational skills.
14. An understanding of equal opportunity and cultural diversity issues.

### **Desirable**

1. Experience of working with volunteers.
2. Knowledge of ticketing, sales and Box Office-related activities.
3. A working knowledge of InDesign and Photoshop packages.
4. Experience of working with Dotmailer and Spektrix systems.
5. Experience of planning and commissioning creative video content e.g. trailers, interviews, audience vox pops.
6. An understanding of how to use social media to engage audiences.