



The Crescent Theatre | 20 Sheepcote Street | Brindleyplace | Birmingham | B16 8AE

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**Person Specification and Job Description
Marketing Officer**

Job Objectives

This role is expected to expand to encompass marketing Crescent productions, membership and venue hire but, in its first phase, the principal requirement is to market Crescent productions.

Each Crescent production (of which there are c. 14 each year) is different and so the marketing strategy for each production also needs to be different; the Marketing Officer will work with the Marketing Manager to plan a strategy to find and reach potential audiences on a production-by-production basis.

The Marketing Officer will also be responsible for maintaining and growing the Theatre's brand across a range of social media (including Facebook, Twitter, Instagram, YouTube, blogs, and other channels relevant to the Theatre's communications strategy) via organic and paid social activity as well as through any other media or activity that will promote the Crescent..

Reporting to:

Theatre Manager (Line Manager) and Marketing Manager (Functional Manager).

Key responsibilities

Marketing Crescent productions

- Work with the Marketing Manager to devise a marketing strategy for relevant objectives i.e., finding audiences for Crescent productions.
- Locate target markets for each production, agree with the Marketing Manager the best way to reach them, i.e. what media or platforms to use, and then implement those actions.
- Use all available media and techniques as appropriate - from writing, issuing and following up press releases to wide-ranging digital activity and PR events.
- To develop or initiate and maintain relationships with representatives of organisations who are responsible for block bookings, e.g. schools, colleges, universities, clubs and companies.
- To liaise with the Crescent's retained graphic designer as needed to produce artwork to meet specific strategies.
- To ensure coordination with and best marketing use of the Crescent's website, though not responsible for updating and maintaining it.

- To liaise with the Marketing Manager and directors of productions to discuss the target markets for each show and how best to reach them and then implement agreed actions.
- Implement each production's strategy on its agreed timetable and evaluate its performance.
- Any other duties appropriate to the role, as reasonably required.

Human Resources

- Attend regular catch-up sessions with your line manager and functional manager as required scheduled by them.
- Ensure all hours worked are logged on the timesheet system by the end of Saturday each week to be signed off by the Theatre Manager.

Terms and Conditions

The basic working week will be 20 hours worked over a week, Sunday to Saturday, according to the organisation's needs. The Post holder will be expected to adopt a flexible approach to the requirements of the position, including honouring the theatre's commitments outside normal working hours and public holidays as and when necessary. They will also work on site at the Crescent for periods of time as agreed with the Marketing Manager.

The probationary period for this contract will be three months.

The initial contract period will be six months with a view to a longer placement upon successful completion of the agreed targets.

There is an annual leave entitlement of 5.6 weeks pro-rata including bank holidays. All leave must be agreed by both the post holder's managers.

Person Specification

Experience

- Some practical experience and/or training and/or education in Marketing events would be useful but is not essential. (Experience is not the main criteria, passion and commitment is.)
- Expert social media user (Facebook, Twitter, Instagram, Pinterest, etc.) ideally in a marketing context.

Intellect

- Suggests and, where appropriate, implements solutions appropriate to the situation.
- Gathers facts and data in an accurate and organised fashion.
- Demonstrates creative and imaginative response to problem solving.
- Is strategic and capable of "blue-sky" strategic thinking but also good attender to detail.

Motivation

- Is genuinely interested in theatre.
- Is proactive and able to work on their own initiative.
- Understands the organisation's goals and direction and sees that they fit with their own.

Drive

- Is energetic and enthusiastic.
- Committed to the role, the organisation and its employees, and to members..
- Confronts and overcomes obstacles to progress.

Organisation

- Has the ability to plan workload but remain flexible for others and for themselves.
- Meets deadlines and displays strong administrative and organisational skills.
- Demonstrates a capability to balance competing demands.

Teamwork

- Maintains the confidence and mutual respect of colleagues at all levels.
- Creates an open and supportive team climate.

Judgement

- Can think and act rationally and maturely.
- Can weigh up information, issues and evidence and draw balanced conclusions.
- Is able to learn from experience.
- Knows when to ask for support and advice.

Credibility and Communication

- Projects appropriate professional image.
- Speaks clearly and persuasively when interacting with internal and external people.
- Is a "people person" who can initiate, develop and maintain business-focused relationships.
- Keeps their managers informed of progress or difficulties.
- Is able to seek advice from the Marketing Manager or Theatre Manager if they feel unsure about how to deal with specific issues or difficult situations.

Resilience

- Remains balanced and rational in dealing with others at all times.

This job description is to be used as part of the Staff handbook and in conjunction with the Contract of employment.

Reports to: Theatre Manager

Hours: 20 hours per week

Rate: £10.50 per hour