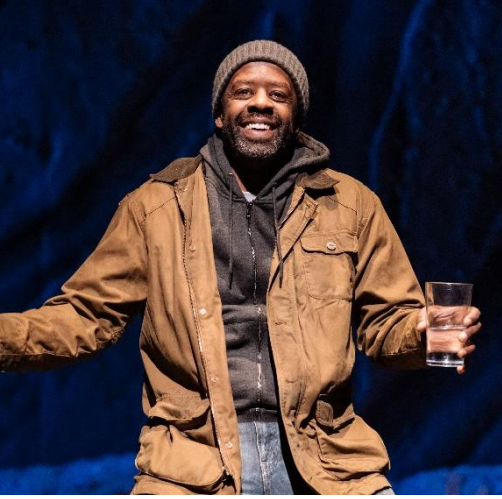




JOB PACK  
**MARKETING MANAGER**



ADRIAN LESTER | COST OF LIVING



TAMSIN GREIG | PEGGY FOR YOU



MAISIE WILLIAMS & ZAC WYATT | I AND YOU

# HAMPSTEAD THEATRE RECRUITMENT PACK

## MARKETING MANAGER

Thank you for your interest in the role of **MARKETING MANAGER**.

### **Who we are**

Hampstead Theatre is a theatre that punches above its weight. Progressive, forward-thinking, a local theatre with international reach.

We like stories that haven't been told before, or are told in a way you haven't heard before. Plays where you care about the people, where something in the soul of it captures you.

### **Working towards an inclusive culture**

Hampstead Theatre celebrates diversity and inclusion in everything we do – the audiences we welcome, the colleagues who work here, the artists who create work and those who take part in our ever-growing participation programmes in the local community and beyond.

Everybody who engages with Hampstead Theatre should feel able to express their full selves and we take seriously our commitment to removing any barriers, whether visible or invisible, which prevent anyone from doing so.

If you would like to help us work towards an inclusive culture, we want to hear from you.

### **How to apply**

To apply for the position,

1. Complete the form which can be found here: <https://forms.office.com/r/YHtvKxkwnr>

The form will ask for your personal contact details and ask the following questions:

- Q1 – Why are you interested in the role?
- Q2 – What makes you a suitable candidate for this position?
- Q3 – What professional achievement are you proudest of?

You will also be asked to upload your CV.

2. Complete the personal characteristics form which can be found here: <https://forms.office.com/r/HB7GMHOMH1>

All information is kept confidential and not used for shortlisting. We use anonymized data to measure progress against our Diversity Action Plan.

The deadline for applications is **Midday on Monday 15<sup>th</sup> August 2022**.

Interviews are likely to be held during **w/c 15<sup>th</sup> August 2022**

## BACKGROUND INFORMATION

The Marketing Manager is an integral role not just within the Marketing and Communications team but across Hampstead Theatre as a whole. The role supports the Director of Marketing and Communications in all aspects of delivering the department strategy and delivering marketing campaigns to meet our ticket sales and audience development targets. The Marketing Manager is an exceptionally talented, enthusiastic individual. They are a well-organised team player who is willing to support an extremely busy and fast-moving department. We are a small team of four so no task is too big or too small. Hampstead produces at least 14 productions in house a year as well as managing West End transfers, tours, digital broadcasts and our young persons' ticket scheme, The Downstairs Club, and an ever-growing exciting programme of Participation work including Inspire: The Next Playwright Programme.

The Marketing team is crucial to the success of Hampstead's ambitious vision. Strategic priorities for the team collectively include:

- Build and manage Hampstead Theatre's brand across London, the UK and internationally
- Take a strategic, creative and carefully thought-through approach to marketing in order to deliver income targets in excess of £2.4 million in ticket sales each year, with modest budgets
- Engage creatively with current ticket purchasers as well as encouraging a fun and cultural conversation beyond ticket holders through the creation and distribution of engaging digital content
- Support the Development Department by optimising membership sales opportunities as well as the promotion of auxiliary sales when possible e.g programmes and play texts



SARAH STEELE & ARIAN MOAYED | *THE HUMANS*



MARIAM HAQUE | *FOLK*



ARETHA AYEH & MARIÈME DIOUF | *THE HOES*

## JOB DESCRIPTION

# MARKETING MANAGER

**Reports to:** DIRECTOR OF MARKETING AND COMMUNICATIONS

**Responsibilities include:**

**Productions**

- Liaising with the Director of Marketing and Communications in the creation and implementation of all venue and production marketing campaigns.
- Overseeing sales and ticketing initiatives, advertising, marketing and promotions and to assess and report on these campaigns.
- Assisting with the marketing on West End transfers and other Hampstead Theatre Productions on tour and digital ventures.
- Developing relationships with like-minded venues and events to manage and implement reciprocal marketing initiatives, including but not limited to, PS swaps, print distribution, reciprocal programme advertising, social media shout-outs and any other marketing opportunities.
- Attending and assisting on all Press Nights and Development events, including weekend work where necessary.
- Sourcing and developing third party relationships with external companies to support the marketing activities of the department.
- Creating, managing and reporting on production marketing budgets.
- Creating engaging and unique season and production-specific marketing materials in conjunction with the Creative Content and Communications Manager.
- Being jointly responsible for the accuracy of all marketing communications, maintaining the theatre brand at all times, and advocating for this across the organisation
- Covering for the Head of Press and PR as required, including managing / assisting with press interviews, liaising with journalists, actors and creative teams as well as other PR-related events and activities.

## **Digital Innovation**

- Working closely with the Head of Ticketing on the general running and maintenance of the box office system from a marketing point of view as well as making sure Hampstead is maximising its potential.
- Working closely with the Director of Marketing and Communications on reporting the success of all campaign activity. Monitoring and evaluating all campaigns, ensuring return on investment and other key metrics are tracked. Reporting findings and use the results to inform and shape future marketing strategies and planning.
- Sole responsibility for venue marketing emails – creating engaging and effective communications and evaluating their success and reporting on it.
- Overseeing the audience feedback platform and managing its distribution and appearance on the website.
- Liaising with the external agency on the maintenance and functionality of the Hampstead Theatre website.
- Working with the Creative Content and Communications Manager with content population across social media channels – Instagram, Twitter and Facebook as well as social media advertising and monitoring.

## **Imagery and editorial content**

- Liaising with external designers on the creation of key artwork to represent all productions.
- Responsible for maintaining our Main Stage programmes business model by advertising revenue – the Marketing Manager must achieve £2k in advert sales per programme.
- Managing the production of the theatre's programmes, liaising with the editorial and creative teams about deadlines and managing the relationship between the programme editor, designer and printer.

## **General marketing activity**

- Working with Director of Marketing and Communications in making sure the marketing department are up to date with all external initiatives and requirements for example, GDPR, social media, privacy.
- Equally responsible for the accuracy of all marketing communications and maintaining the Hampstead Theatre brand at all times.
- In conjunction with the Box Office, Development and Press teams, ensuring accurate and timely set up for priority and public booking periods, and other major announcements.
- Attending all Marketing team and inter-departmental communications meetings.
- Representing the Director of Marketing & Communications in their absence.
- Any other duties as reasonably required by Director of Marketing & Communications.

## **The following responsibilities apply to all Hampstead Theatre staff:**

- Participating actively in the life of the theatre.
- Complying with Hampstead Theatre's Diversity, Health & Safety, Environmental Sustainability, GDPR and other policies at all times.
- Carrying out administrative work generated by the above activities.

This job description is a guide to the nature of the work required of this position. It is neither wholly comprehensive nor restrictive and does not form part of the contract of employment.



JADE ANOUKA & RORY FLECK BYRNE | THE PLEBOTOMIST



BENEDICT WONG | #AIWW



PAUL MCGANN & GINA MCKEE | THE FOREST

## PERSON SPECIFICATION

# MARKETING MANAGER

- A genuine passion for bold, ambitious, original theatre.
- Approachable demeanour and ability to communicate and advocate the work of the theatre.
- Excellent written and verbal communication skills, including a confident phone manner.
- Tactful, diplomatic and able to maintain confidentiality with sensitive information.
- Highly accurate and well-organised with good time management skills.
- A natural leader as well as a team player – someone who enjoys supporting and encouraging others.
- Excellent negotiation skills.
- Excellent administrative and IT skills.
- Ability to work without supervision and take initiative.
- Ability to anticipate the needs of colleagues.
- Flexible and adaptable to last minute changes and approaches.
- Ability to learn software systems such as CRM, digital marketing and graphic design.

## DISABILITY CONFIDENT EMPLOYER

All disabled candidates who demonstrate they meet the essential criteria in the person specification will be invited for interview.

If this application process is not appropriate for you for whatever reason, please contact us to discuss an alternative approach by emailing [jobs@hampsteadtheatre.com](mailto:jobs@hampsteadtheatre.com).



SHARON D. CLARKE | CAROLINE, OR CHANGE



KAE ALEXANDER & COLIN MORGAN | GLORIA

## TERMS & CONDITIONS

# MARKETING MANAGER

**Salary** – c. £32,000 p.a.

**Hours** – This is a full-time position. A normal working week would consist of 35 hours, Monday to Friday. Due to the nature of the role, evening and weekend work plus additional hours may occasionally be required.

**Holiday** – 25 days' annual leave plus Public Holidays.

**Notice** – One week during probationary period, eight weeks thereafter.

### **Other benefits:-**

Interest-free season-ticket travel loans.

Complimentary tickets for performances.

Employer's contribution to NOW! pension scheme.

10% discount at Hampstead Theatre's Café Bar.

## PRIVACY NOTICE

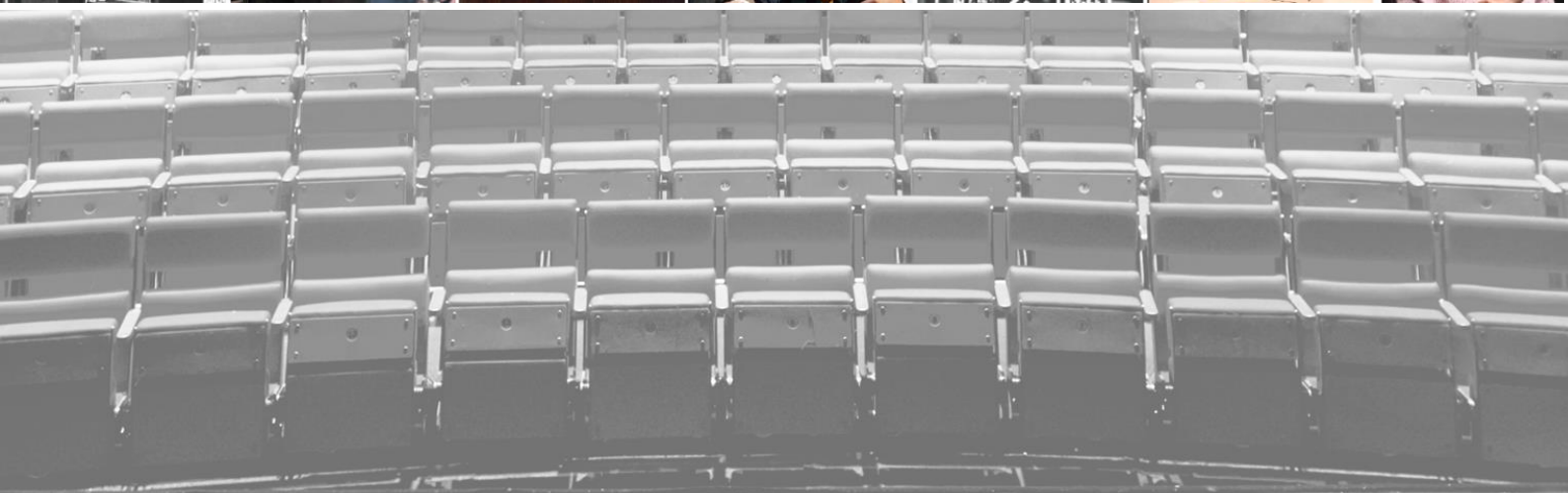
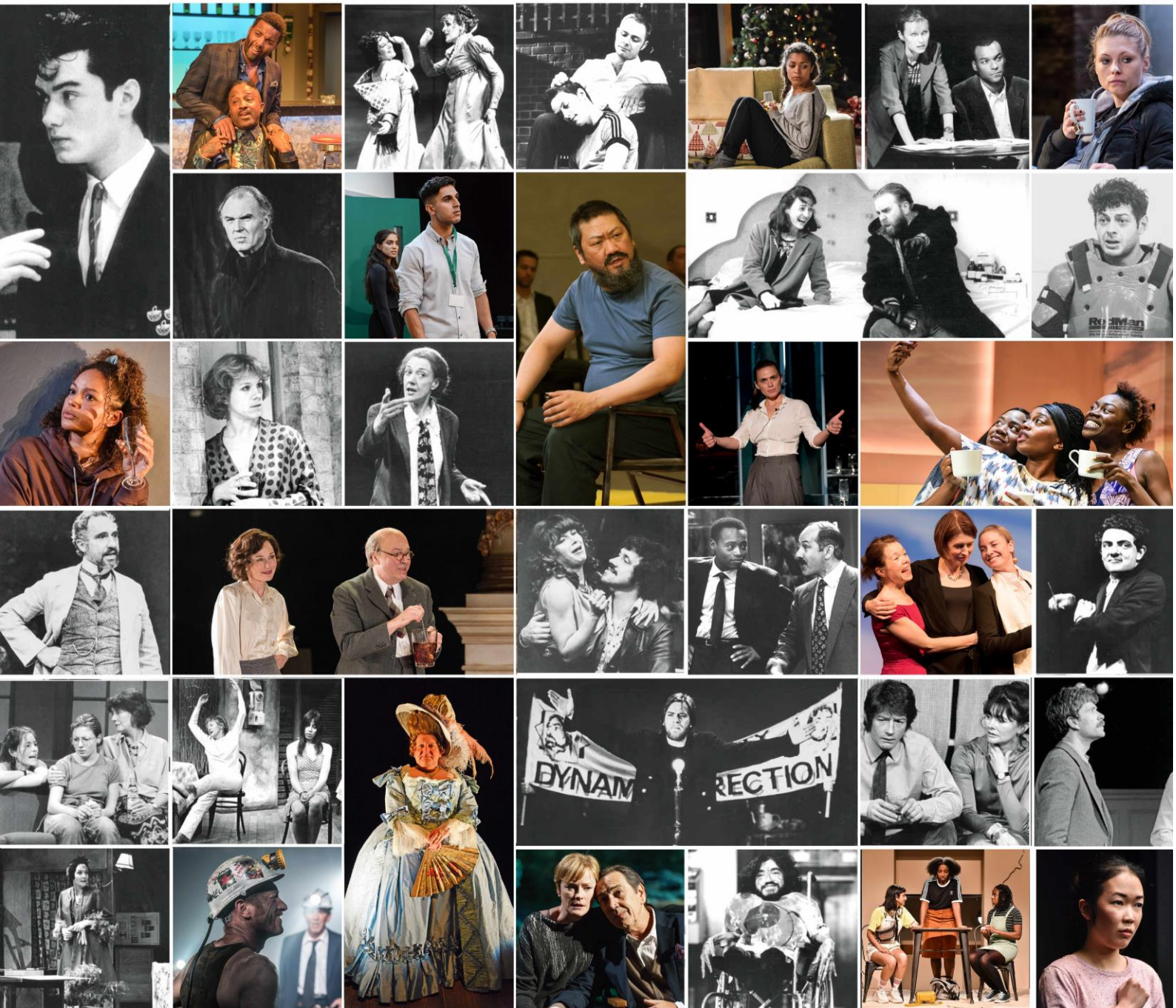
Hampstead Theatre takes its responsibility for protecting your personal information seriously. Hampstead Theatre's job application process will only request data relevant to verifying the identity of a candidate or determining their suitability for a position.

Access to the information contained within your application will be limited only to individuals administering the recruitment process or individuals shortlisting and/or interviewing. Occasionally, Hampstead Theatre may ask external parties to assist with shortlisting and/or interviewing. On these occasions, Hampstead Theatre will ensure external parties commit to following the same data protection principles as the theatre.

Your application and any correspondence will be kept for up to a year following the closing date before being deleted.

Applying for a position at Hampstead Theatre indicates your consent to your data being processed in the manner described above.

More information can be found here: <https://www.hampsteadtheatre.com/company/privacy-policy/>



BE A PART OF  
**HAMPSTEAD HISTORY**