



Job Summary

Landmark Theatres is looking for a Marketing Officer to join their team in Peterborough. The ideal candidate will have the ability to work across all areas of marketing. We are seeking a proactive individual with a creative approach to marketing who enjoys working in a fast-paced environment. If you have a passion for communications and creative marketing and enjoy arts and culture then this could be the perfect opportunity for you.

About Landmark Theatres

Landmark Theatres is a portfolio of regional venues in North Devon and Peterborough receiving a wide variety of arts and cultural opportunities for local communities. This includes major touring productions, high-profile live music acts, big-name stand-up comedy, dance, superb theatre and new writing. We also produce high-quality Musicals, Drama and Family productions including our annual family Pantomime in Peterborough.

Our venues consist of: Queen Theatre, Barnstaple (650 seats), Landmark Theatre, Ilfracombe (450 seats), the New Theatre Peterborough (1,100 seats) and the Key Theatre Peterborough (112 & 360 seats). We are the largest new theatre entrant to Arts Council England's National Portfolio (23-26) and are working with a



number of high-quality partners such as Birmingham Royal Ballet, The National Theatre and Paines Plough.

We receive an annual grant of £1 million a year for the current three-year funding cycle from 2023-24 to 2025-26 to ensure that Landmark Theatres can deliver an ambitious artistic mission, driving quality work, inspiring and developing new talent for and with the audience we serve across North Devon and Peterborough. This funding is a great vote of confidence in our potential to deliver to areas previously underinvested in culturally. We are now building a new producing theatre organisation outside London – for the first time in a generation.

The company has strong foundations in generating income as commercially driven businesses, driving trade and strong attendance. Newly found relationships with key stakeholders such as ACE have broadened the companies' ambitions against their Let's Create Strategy.

We pride ourselves on an in-depth understanding of the locations in which we operate. Working in areas of lower cultural engagement across the UK. We are respectful and responsive to local priorities, deliver innovation and work in partnership to empower our communities. We deliver a breadth of creative activities and ways in which our communities can engage whether that be as an audience member, participant, decision maker or through developing talent.

landmarktheatres.co.uk/



Landmark Theatres is a value-led organisation: innovate, include, collaborate, empower, sustain. We are committed to being diverse and inclusive and to making our workforce representative of different backgrounds and experiences of the communities we serve.

LANDMARK THEATRES LTD

Marketing Officer

Job description

Job Title: Marketing Officer

Responsible to: Marketing Manager

Place of Work: Peterborough

Hours of Work: 40 hours a week, including some evening and weekend work

Salary: £28,000 per annum

Contract: Fixed Term Contract – 6 Months

Pension: Company Pension Scheme available

Start Date: As soon as possible



OVERVIEW OF THE ROLE

To work with the Group Marketing Manager to execute the highest standard in marketing and communications campaigns across all Landmark Theatres. You will be responsible for overseeing marketing campaigns for productions across our 4 venues; to promote shows, grow audiences and raise awareness of the theatres. This role will be part of the Content team working closely with colleagues in programming and across the organisation to delivery timely and impactful marketing and communications across our platforms.

The role is subject to a 3-month probation period to ensure the successful candidate is suitably supported to carry out their duties. For this role we would require a 1 month notice period.

Key Responsibilities

- Designing, producing and proofing print and publicity materials in consultation with external printers and distributors.
- Contribute to the content calendar so there is a steady stream of engaging and sharable content on social media, ensuring the communications are tailored to reflect different target audiences.



- Help create, manage, develop and evaluate social media content and campaigns using both organic and paid advertising.
- Coordinate pre and post-visit emails to ticket buyers.
- On occasions be responsible for live posting at out-of-hours events.
- Maintain listing across a variety of digital and print titles e.g. Trip Advisor/google.
- Sourcing and capturing content relating to different strands of the organisation for output through social media channels.
- Contribute to the organisations longer-term digital and social media strategy including suggesting new platforms and content and evaluating present offers.
- Work with Group Marketing Manager and Senior Leadership team to develop content which brings to life Landmark Theatres not for profit objectives and encourages people to support us.
- Participate in creative campaign planning session with the marketing team.
- Undertake research on current and future trends in order to help inform campaign strategy.
- Liaising with touring company marketing teams and other relevant partners, to help deliver marketing plans and campaigns.
- Attend regular team and inter departmental meetings.
- Proof reading and ensuring accuracy of all marketing communications.



- General administration and any other reasonable duties required by any member of the marketing team.
- Utilise the CRM system to collate and analyse data.
- Reporting on all aspects of the campaign delivery, including sales and audience figures and digital analytics.
- Deal with incoming enquiries and correspondence as required.
- Champion and advocate for Landmark Theatre's Vision and values.
- Actively ensure equality, diversity and inclusion is part of Landmark's culture.
- To always act in the best interests of Landmark Theatres and advocate for the work and company at all times.
- To support Landmark Theatres in achieving its environmental targets and ambitions as part of our sustainability strategy.

Access

As a value-led organization committed to diversity and inclusivity, Landmark Theatres encourages its employees to implement and adhere to the provisions of the Equality Act 2010.

- Ensure that all customers and visiting company members receive equal and exceptional service and have equal access to our theatres and performances.



- Maintain awareness of the diverse needs of visiting companies and audiences with a wide range of requirements and ensure those needs are accommodated appropriately.
- Ensure our websites support the access needs of visitors.
- Ensure our Social channels are meeting the access needs of our audiences.
- To take positive action to promote Diversity and Inclusion in all aspects of the work of Landmark Theatres, engaging fully with all initiatives to promote diversity within Landmark Theatres.

Person Specification

Essential

- A Passion for Arts and Culture
- Excellent organisational skills, with an ability to prioritise and work well under pressure.
- Attention to detail, with the ability to work accurately and quickly without supervision.
- Creative, with a positive, 'can do' attitude.
- Strong communication and interpersonal skills, and an ability to work well as part of a team (both within the marketing team and the organisation as a whole).
- Knowledge of, and experience in, using a range of social media channels.



- Knowledge and understanding of current digital and social media landscape, trends, tools and analytics
- Experience in using Canva/Adobe suite/Photo Shop/InDesign tools
- Demonstrably a creative thinker who can turn ideas into content.
- Experience in adapting tone and voice to suit different messages.
- Strong IT skills.

Desirable

- A Higher Education qualification in marketing/communications or equivalent.
- Some experience of arts marketing or working within an arts organisation.
- Experience in using CRM

The job description for this position may be reviewed and amended to incorporate the future needs of the department and organisation. This job description is intended as a guide to the nature of the work required of this position. It is neither wholly comprehensive nor restrictive and is subject to review.

Landmark Theatres Ltd is committed to being a diverse and inclusive organisation and we are keen to make our workforce more representative of different backgrounds



and experiences of the communities we serve. We work to remove barriers and pride ourselves on giving opportunities to people of all walks of life and all class backgrounds. We welcome applications from people who are under-represented in our organisation and/or arts organisations in general.

Landmark Theatres Ltd is committed to safeguarding the welfare of participants and partners. Applicants will be asked about any previous convictions, cautions, and reprimands, including those that are considered 'spent' as defined by the Rehabilitation Offenders Act 1974 (Exceptions) Order 1975 (Amended 2013). The successful candidate must be willing to undergo an enhanced Disclosure and Barring Service check (at Landmark's expense) if a job offer is made subject to this being obtained.

To apply for this role please complete the application form and equal opportunities monitoring form found on our website <https://keytheatre-peterborough.com/about-us/careers/> and return to jobs@landmarktheatres.co.uk with Marketing Officer in the subject line. The closing date for applications is midnight on 20/11/2024. Interviews will take place at the at The Key Theatre Peterborough on Monday 2nd December.



All applicants will receive a response regardless of the shortlisting outcome.