

Rep Job Profile

Job Title:	Marketing Officer	Department:	Audiences & Media
Contract Type:	Temporary	Salary (Grade):	£29,852.16 p/a (Officer 3)
Hours:	39 per week	Reports to:	Marketing Manager

Role Summary

The Marketing Officer plays a vital role in growing audiences, driving ticket sales, and strengthening engagement with The Rep's work. Reporting to the Marketing Manager, the postholder will lead the delivery of integrated marketing campaigns across a wide-ranging programme of produced and visiting work, participation projects, fundraising initiatives and organisational priorities.

Working in a busy producing theatre environment, the Marketing Officer will manage multiple campaigns simultaneously, ensuring activity is delivered on time, on budget and to a consistently high standard. Combining creativity with data-led decision making, they will use audience insight to develop targeted and effective marketing activity that connects with existing audiences while attracting new and underrepresented communities.

Based in one of the UK's youngest and most diverse cities, this role offers an exciting opportunity to help shape how audiences engage with one of the country's leading producing theatres. We are seeking a proactive and collaborative marketer who is passionate about widening access to theatre and culture and who is motivated by creating meaningful connections between our work and the communities we serve.

Main Responsibilities

Marketing

- Work closely with the Marketing Manager and the wider Audiences and Media team to implement marketing and audience development strategies for all Rep activities
- Lead the delivery of integrated marketing campaigns for assigned productions, projects and events
- Work closely with producers, artistic teams, visiting companies and external partners to ensure campaigns accurately reflect artistic objectives and audience needs.
- Define target audiences for digital and direct marketing purposes using The Rep's CRM system (Spektrix) to segment audiences appropriately, ensuring the appropriate exclusions have been identified in relation to GDPR
- Manage campaign assets and ensure all marketing activities are delivered on brand and to agreed deadlines

- Create captivating copy, ensuring messaging is accurate, appropriate and on brand to each target group, lead in the creation, delivery and distribution of printed production materials and support the Marketing Manager in the creation and delivery of season brochures
- Monitor sales performance and audience engagement, identifying opportunities to optimise campaign activity and maximise revenue
- Using The Rep's CRM and Sales & Ticketing system (Spektrix) extract data and share insights and information as required
- Create targeted marketing emails via our email platform, Dotdigital.
- Contribute to the creation and delivery of Rep programmes where appropriate
- Support production launches, press nights, season announcements and other key organisational moments, including occasional evening and weekend work where required.

Digital and Content

- Using our WordPress CMS ensure The Rep's website is current and all pages are up to date, accurate and inviting with a strategic call to action and work with the wider Rep teams to develop new ways of presenting the work of The Rep to stimulate new audience engagement through the website
- Develop digital assets for the website and digital front of house screens ensuring content is current, on brand and appropriately targeted
- Work with the wider team on the creation of digital assets and content to support each campaign and Rep activities

Data and Audiences

- Lead on the weekly distribution of sales figures including creating the sales sheets and trackers and supporting narrative
- Lead on the creation of all pre and post-show emails
- Create initiatives to broaden reach and engage with the widest possible audiences
- Create assets to support audiences attending accessible performances

Relationship Management

- Work collaboratively with colleagues across producing, artistic, participation, development, commercial and communications teams to ensure integrated audience engagement activity
- Maintain and develop new and existing relationships across our city to amplify production and event information
- Deputise for the Marketing Manager as and when necessary and attend internal and external meetings as appropriate

The duties and responsibilities set out should not be regarded as exclusive or exhaustive. Post-holder may be required to undertake other reasonably determined responsibilities appropriate to the level of the role.

Accountabilities
You will be responsible for...
• Successful delivery of assigned marketing campaigns against agreed objectives and KPIs • Accurate and effective audience segmentation and targeting • Maintaining high standards of brand presentation across all campaign materials • Timely and accurate sales reporting and campaign evaluation • Effective use of CRM and audience insight to support audience growth and retention
Person Specification
You must have...
• Experience of using CRM and CMS platforms to deliver targeted marketing campaigns and analyse audience behaviour. • 2-3 years' experience of working in a busy marketing department in the arts or non-profit sector • Evidence of delivering successful marketing campaigns that achieved measurable objectives, including sales, audience growth or engagement targets • Experience of database and management and research • An understanding of audience development and diversity • Excellent communication skills and attention to detail • A creative aptitude and the ability to think laterally about issues and problems • The ability to work as part of a hard-working, fast-paced team as well as being self-motivated and to take initiative where appropriate. <i>If you do not demonstrate that you meet these minimum criteria, you may not be shortlisted.</i>
It'd be great if you had...
• Experience of Spektrix, Dotdigital and WordPress. • Experience of marketing live events, cultural activity or visitor attractions • Knowledge of Birmingham and the West Midlands cultural landscape • Experience of audience development initiatives focused on underrepresented communities • Experience of producing basic digital assets using Canva, Adobe Creative Suite or similar tools