

Marketing Officer Candidate Pack



A theatre for everyone
birmingham-rep.co.uk

the
Rep



Welcome

Established in 1913, The Rep has an unparalleled history as a pioneering repertory theatre and the launch-pad for some of the most exciting talent in UK theatre both past and present. Today it is a producing powerhouse with three auditoria - The House, 816 seats; The Studio, 292 seats; The Door, 133 seats - as well as extensive on-site production facilities: set building, scenic art, wardrobe, props workshop, lighting, sound/AV, stage and stage management.

Producing theatre is the core of The Rep's mission and it creates up to ten productions a year of varying sizes across its stages. Many are made in co-production with other theatres and commercial producers and all Rep-led productions are built in house. Alongside in house productions, the theatre presents a programme of visiting productions. The theatre also has an impressive creative learning and talent development programme delivering opportunities for thousands of young people every year.

Under the Artistic Direction of Joe Murphy, The Rep creates artistically ambitious, world-class theatre for everyone. It commissions and produces new work that is proudly made in Birmingham, and which lies at the core of the theatre's programme. Over the last 15 years the company has produced more than 130 new plays.

Being Our Marketing Officer

Our Marketing Officer will help to deliver engaging campaigns that grow audiences and maximise attendance across The Rep's productions, projects and events. Working closely with the Marketing Manager and other colleagues you will plan and deliver integrated marketing campaigns, create compelling content across print and digital channels, manage website and CRM activity, and use audience insights to inform decision-making and drive revenue. You will develop targeted communications, maintain brand consistency, support key launches and events, and build relationships with artistic teams, visiting companies and external partners. With a strong focus on audience engagement, accessibility and data-driven marketing, you will play a key role in connecting diverse audiences with The Rep's work both on and off stage.

We're looking for a creative and organised marketing professional with at least 2–3 years' experience in an arts or non-profit environment. You'll have a track record of delivering successful, audience-focused marketing campaigns, strong experience of using CRM and CMS platforms, and the ability to analyse data and audience behaviour to inform decision-making. An excellent communicator with great attention to detail, you'll be comfortable managing multiple priorities, working collaboratively within a fast-paced team, and using your initiative to solve problems creatively. Experience with Spektrix, Dotdigital and WordPress would be advantageous, as would knowledge of the Birmingham and West Midlands cultural sector, experience marketing live events, and a passion for developing diverse and inclusive audiences. Familiarity with Canva, Adobe Creative Suite or similar design tools would also be beneficial.



Your responsibilities will include;

- Lead the delivery of integrated marketing campaigns for assigned productions, projects and events
- 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
- 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.

If this could be you and you would like further information about the role, further details are in the [Job Profile](#).



GDPR personal data notice

By applying, you consent to the secure processing of your personal data for recruitment purposes, in line with GDPR. We will store your information securely and used solely for evaluating your suitability for current and future roles. For full details, please see The Rep's Privacy Policy on our website.

Diversity Monitoring

Our ultimate aim is to have diversity of all kinds in every layer of the organisation and to help us keep track of our progress, we kindly ask you to answer Equality and Diversity questions alongside your application. Your responses will not be shared with the recruiting managers.

Safeguarding

The Rep is committed to safeguarding and promoting the welfare of children, young people, and adults at risk. We foster a culture where all staff and volunteers are expected to report concerns regarding vulnerable individuals or the conduct of colleagues and others they encounter. As part of our safer recruitment practices, the suitability of all prospective employees and volunteers is thoroughly assessed. Roles involving regulated activity will require an Enhanced DBS check.

Due diligence

Due diligence will be carried out as part of the application process, which may include searches carried out via internet search engines and any public social media accounts.



Your Birmingham Rep

The Rep is a Disability Confident Employer and we participate in the 'Offer an Interview' scheme. This means we will offer an interview to anyone who is D/deaf or has a disability for the post who meets the minimum criteria.

By 'minimum criteria' we mean that you must provide us with evidence in your application form which demonstrates that you generally meet the level of competence required for each competence (or could with reasonable support), as well as meeting any of the qualifications, skills or experience defined as essential in the person specification. If you would like to apply under this scheme please select this option on our application portal.



Top: *A Thousand Splendid Suns*, 2025 Photograph credit: Ellie Kurttz

Bottom: *Sherlock Holmes and the 12 Days of Christmas*, 2025 Photograph credit: Pete Le May



There's no such thing as perfection

At the Rep we don't expect or look for the 'perfect candidate', instead we look for people who can positively contribute to our team. In return you will be given support, encouragement and all the right conditions to grow, succeed and be your best. We are committed to creating an inclusive workplace where difference is a strength and every unique voice and skill is recognised and valued.

For us, recruitment is more than a match against a job description, it's about feeling excited to come to work every day and being proud of who you work with and for. We believe The Rep is for everyone, so however you identify, whatever your background, if you feel excited about this role then we urge you to please apply.

It's important to us that The Rep reflects the communities we serve and therefore we particularly welcome applicants from the global majority and D/deaf & disabled communities as these groups are not as well represented as we want them to be. We have experience in supporting individuals to Access to Work requests and encourage any and all staff who may benefit from the scheme to use it. We will always try to make the adjustments needed so that you can perform to the best of your ability and professionally thrive in a supportive and engaging environment. We want our Rep to be culturally informed and accessible to all, so we encourage you to celebrate and share your own cultural experience and knowledge of our city proudly in your application.