

ALMEIDA THEATRE

We are looking for a creative and enthusiastic Marketing Officer to join our Marketing and Communications Team. This new role will work very closely with the Marketing Manager to deliver campaigns and be responsible for managing our website content and email communications.

Our ideal candidate would be someone who...

- Has enthusiasm for theatre and the work of the Almeida
- Has been working in marketing for a year or two; ideally within theatre, arts or entertainment
- Has some experience of updating and managing website content
- Is confident writing copy for a range of different audiences
- Can use and understand a range of digital analytics tools
- Is an imaginative thinker and problem solver
- Is happy working with lots of different people across the organisation
- Has excellent attention to detail
- Enjoys working as part of a team
- Has used a Box Office or CRM system in the past, preferably Tessitura

Job Description

Job title: Marketing Officer
Responsible to: Marketing Manager

Brief:

Purpose of role: The Marketing Officer works with the Marketing Manager to deliver creative and results driven marketing campaigns. They also play a crucial role in managing our website content and CRM database and use them both as tools to communicate clearly and effectively to our audiences.

The Marketing & Communications team play a crucial role in the success of the Almeida's future vision and their strategic priorities include:

- Delivering income in excess of £2.2million in ticket sales each year
- Bringing the Almeida brand to life – developing the visual identity and external messaging
- Diversifying the audience who experience our artistic programme and increase interest and attendance levels among those who currently don't engage with theatre, arts and culture
- Building and expanding reach through the creation and distribution of digital content
- Maximising the theatre's international profile and reach
- Generating income from growth of the Almeida membership
- Ensuring everyone feels welcome and delivering excellent customer care

Key Responsibilities:

Campaigns:

- Assist the Marketing Manager in the day-to-day execution of all marketing campaigns.
- Create season and production-specific artwork and materials in conjunction with the Marketing Manager and Marketing Assistant.
- Be jointly responsible for the accuracy of all marketing communications, maintaining the theatre brand at all times, and advocating for this across the organisation.
- Work with the Marketing Manager to brief external suppliers such as media buyers, marketing agencies and designers.
- Help to develop and deliver marketing strategies to increase income from auxiliary sales such as merchandise and Almeida Café & Bar.
- Work with the Marketing Manager to support the production of the theatre programmes.

Website:

- Manage the upkeep of our website, ensuring all production or event-specific and seasonal information is up-to-date across production, generic and membership pages, troubleshooting any errors or problems as they arise, delegating to the Marketing Assistant where necessary.
- Update the information and content in TNEW (online booking system), working with Marketing Manager and Box Office Manager to ensure a smooth sales path.
- Be a key point of contact with Tessitura / TNEW, After Digital (web hosts) and Queue-It (online queuing system) in relation to ticketing and any related website enhancements.
- Plan, schedule, write copy and adapt text for different audience types (members, young audiences, local audiences), delegating to the Marketing Assistant where necessary.
- With the Marketing Manager be a point of contact with our website and technical providers for Tessitura integration and work on the development of new features.

Email Communications:

- Work with the Marketing Manager and Marketing & Communications Director to develop and deliver our email communications strategy.
- Co-ordinate the creation and delivery of the Almeida's email communications, tailoring and editing versions for multiple target audiences.
- Lead on development of our email system (WordFly).

CRM & Data Management:

- In conjunction with the Marketing Manager, look after the Almeida Theatre's central CRM database, Tessitura and be one of the organisations lead contacts.
- Work closely with the Marketing and Development teams to maximise the use of our CRM systems and ensure they are fit for purpose and align with the goals of the organisation.
- Use CRM to maximise current and prospective customer relationships - working to maximise sales, customer loyalty and, where appropriate memberships and philanthropic support.
- Ensure the CRM provides an effective sales funnel and is an efficient sales process.
- Work with the Development team to enhance our insight into current and prospective supporters. In particular, working to support Membership recruitment and retention, to encourage donations
- Help troubleshoot queries or issues, related to Tessitura filtering those that cannot be resolved internally through to the helpdesk.
- Provide support to all of the key departments within the Almeida which generate and use data and provide training as required.
- Be a part of the Almeida's GDPR team ensuring all our data collection and processing complies with all current and future data protection legislation
- Help the organisation to develop and document Tessitura procedures and reports.

Audience Insights and Reporting:

- Working closely with the Marketing Manager to provide up-to-date data analysis and reporting on marketing activities to help improve the effectiveness of campaigns and the return on investment.
- Help us gain a better understanding of our audience through customer research and data analysis which will help us better target both our current audiences and deliver new audiences.
- Manage our digital audience survey (Survey Monkey) and the Impacts and Insights, collating and reporting on the results and evaluation of campaigns and audiences
- Support the Marketing Manager and Director of Marketing and Communications to deliver reporting and analysis to relevant senior managers across the organisation.

About the Almeida Theatre

The Almeida Theatre is a leading producing theatre company in London with a reputation for producing work of the highest standard - achieving recognition through critical acclaim, full houses, and an increasing national and international reach.

A small room with an international reputation, the Almeida began life as a literary and scientific society, complete with library, lecture theatre and laboratory. From the very beginning, the building existed to investigate the world.

Since 2013, led by Artistic Director Rupert Goold and Executive Director Denise Wood, we have sought to make bold work which challenges and questions the world we live in, bringing together the most exciting artists to interrogate, provoke and entertain audiences through new writing and reinvigorated classics.

We strive to inspire audiences and theatre makers of the future. Every year we reach over 8,000 young people through our Young Artist, schools, and community outreach programmes. We host regular For Free festivals and offer £5 tickets for every production to those 25 and under.

Equality, Diversity and Inclusion

We want to create and sustain a productive, diverse and inclusive working environment. We ask everyone who works with us to champion this ambition and embed it in their day to day work being at the heart of our Actions for Change: Equality, Diversity and Inclusion Policy and Anti-Racism Policy and monitored through our 3 year action plans

Environmental sustainability

We aim to be an environmentally sustainable organisation and ask that our all our teams work to support this. In doing so we are seeking to promote efficient and sustainable practices that create minimal impact. This is outlined in our Environmental Sustainability Policy and tracked in our annual action plan.

Remuneration and Hours:

Permanent Position

Salary: £26,000 per annum

Hours: Monday to Friday, with additional hours as required, 10am to 6pm with 1 hour for lunch

Holiday: 20 days per annum (rising to 25 days after 2 years)

Probationary period: 3 months

Notice period: 6 weeks

Pension: As part of auto-enrolment you may be eligible for NOW pension. The Almeida contributes 3% of basic salary to a stakeholder pension scheme (Scottish Widows), following 6 months' service and successful probationary period.

Other benefits: theatre ticket subsidy scheme, season ticket loan, theatre tickets, staff discount in the Almeida bar and other local amenities.

Location: This position is based at the Almeida's administration offices at 108 Upper Street, London N1 1QN. There will also be the opportunity to work remotely.