



JOB DESCRIPTION – MARKETING OFFICER (MATERNITY COVER)

Job Title: Marketing Officer (Maternity Cover)

Department: Marketing

Reports to: Marketing Manager

If you require this information in an alternative format, please contact our Admin Secretary, Julie Pearson: admin@watermill.org.uk / 01635 45834

BACKGROUND

Our purpose is to create great shows that audiences love. From our home in a converted watermill in rural West Berkshire, which seats just 220 people, The Watermill Theatre has produced award-winning work that has been recognised throughout the UK and abroad. The very best artists and creative teams, both established and in the early stages of their careers, are our lifeblood, earning The Watermill a reputation as one of the very best producing theatres in the country.

Our artistic ambition is shown in our choice of work, from Shakespeare and classic plays to new writing and musicals. Our bold approach has led to the reimagining of large-scale musicals using actor-musicians, which has been widely viewed as breathing fresh life into familiar shows, as well as premiering brand new musicals.

Recent tours and London transfers have included *A Midsummer Night's Dream* and *Macbeth* (National Tour and Wilton's Music Hall), *One Million Tiny Plays About Britain* (Jermyn Street Theatre), *Amélie The Musical* (National Tour and The Other Palace), *Twelfth Night* (Wilton's Music Hall), *Burke and Hare* (Jermyn Street Theatre), *Trial By Laughter* (National Tour), *Teddy* (National Tour and The Vaults), *Crazy For You* (National Tour) and *The Wipers Times* (West End and Tour).

Alongside London transfers and national and international tours of our work, we create productions for small-scale touring, ensuring that those living in rural isolation are able to enjoy high quality theatre on their doorstep. We also tour to schools taking scaled-down, vibrant productions of classic texts into the classroom to support students' learning.

Our belief that everyone deserves a chance has led to a thriving education and participation programme, which creates engagement opportunities for over 19,000 people every year at The Watermill and in the wider community.

Following the forced closure of the theatre in mid-March due to Coronavirus, we have shown huge resilience over the past months, and as soon as it was possible to start creating live performances in August, we were quick to react. To this end, we were one of the first theatres in the country to present live performances with a season of outdoor theatre over a 6 week period. With social distancing in place, we reopened

our auditorium for indoor performances during the autumn, albeit at a reduced capacity. We are therefore ready to bounce back as soon as restrictions are lifted in 2021. Whilst the theatre remains closed during the national lockdown, we continue to run a reduced online programme.

DEPARTMENTAL OBJECTIVE:

To promote The Watermill Theatre and all its activities to existing and potential audiences, stakeholders and opinion formers in order to achieve its artistic and business objectives and to meet demanding financial and attendance targets. Provide smooth, efficient, and professional channels of communication at the highest standard both internally and externally. Keep the department informed of sales and marketing developments in the arts sector. Ensure The Watermill brand is strong and consistent throughout the organisation and within the industry.

Due to the current and changing situation in relation to the Coronavirus pandemic, the responsibilities of the role may vary from the description below during the term of the contract.

THE ROLE:

Marketing and Audience Development Campaigns

Assist the Marketing Manager in the creation and implementation of all campaigns to develop audiences and promote The Watermill's shows, events, outreach programme, fundraising activities, restaurant and the organisation as a whole, including:

- working with external designers to develop show artwork
- producing print and advertising material in consultation with design and print companies
- devising and writing effective, accurate copy that reflects The Watermill's brand
- writing and creating direct mail letters and co-ordinating mail-outs
- using audience data analysis and the theatre's Spektrix CRM system to evaluate campaigns and feed into future planning
- working with the Marketing Manager and audience development agency to deliver the audience development strategy
- acting as the main point of contact for advertising enquiries and booking advertising for show campaigns and recruitment as agreed with the Marketing Manager

Digital Marketing and Social Media

- Maintain and update social media channels such as Facebook, Twitter, Instagram and YouTube. Upload and host videos on Vimeo.
- Create engaging and accurate social media content using platforms such as Canva and Photoshop.
- Continue to develop and research new digital marketing trends.
- Assist in the creation of video content including interviews and trailers.
- Create and send all e-marketing campaigns including pre-show and post-show emails and a monthly e-newsletter, using e-marketing software (DotDigital)

- Monitor the effectiveness of all digital campaigns including ROI and report to the Marketing Manager.
- Assist the Marketing Manager with content management of the website.
- Assist the Marketing Manager, Development Team and Box Office in the design, implementation and use of e-tickets.

Outreach Tours

- Liaise with the tour booker regarding marketing issues related to the booking of outreach tours.
- Work with external design company to produce tour print and programmes and arrange distribution.
- Act as a point of contact for the promoters of each venue and invite them to attend shows at The Watermill where possible.
- Create marketing and press packs to include show related information and a suggested promotion plan for each community venue.
- Provide support to venue promoters during the marketing process.
- Ensure that the production team have relevant print and display material (e.g. programmes) before they embark on a tour.
- Monitor sales and collect weekly figures from promoters.
- Visit the venues on the night of their event when possible and as required.
- Collect feedback from promoters after their events to improve The Watermill's future activities.

Audience Data

- With the Marketing Manager, Box Office, Development Department and Friends' Secretary, ensure that audience data on the box office system (Spektrix) is maintained consistently across departments.
- With the Marketing Manager, extract and analyse audience data from the box office system to be used for promotional campaigns, audience development strategies, fundraising initiatives and reporting to stakeholders.

Groups and Schools

- Maintain and update the existing groups and schools database in collaboration with the Outreach Department and Box Office team.
- Produce and mail the pre-brochure groups and schools letters twice a year.
- Produce and mail a Christmas show letter for schools twice a year.
- In consultation with the Outreach Director, identify shows and events with an educational value and mail schools with details of productions that may be relevant to specific departments.

Press

- Assist with ticket and interview requests from local and national press.
- Attend and assist the Marketing Manager and National Press Representative with running press nights at the theatre.
- Collate all show reviews, articles and adverts from both print press and internet sources.
- Gather suitable quotes from reviews and collate for each show, culminating in a comprehensive list of quotes for the year including general quotes about the theatre.

General Marketing

- Create, update and maintain display areas around the theatre.

- Update Front of House print and digital displays prior to opening night of each production with show specific information.
- Produce programmes for Outreach Touring productions, TIE, Young Company and Youth Theatre productions as required, in collaboration with the Outreach Director and external design company.
- Work as part of a team to deliver Family Fun Days and other one-off events held by the theatre.

Wider organisational support

- Answer the administrative phone line, responding to enquiries and directing calls to the relevant department.
- Maintain show archives and provide links to material as required.
- Attend dress rehearsals, previews, other performances and events, internal and external meetings, training and conferences as required.
- Remain up-to-date with developments both in contemporary theatre and in current marketing practices.
- Take an active role in your continuing professional development, identifying relevant training and professional development opportunities.
- Always adhere to The Watermill Theatre's policies and act in the best interests of the theatre.
- Undertake any other duties as may reasonably be required.

This job description is a guide to the nature of the work required of the Marketing Officer. It is not wholly comprehensive or restrictive and may be reviewed as required. Therefore, it is expected that you will be willing to undertake other work of which you are capable and for which you have been trained or will receive training from the Employer.

KEY CONTACTS IN THE ORGANISATION:

- Key relationships include working the Marketing Manager, National Press Representative, Distribution Assistant, Box Office Manager and Assistants, Outreach Department, Development Department, Casting and Producing Assistant, Catering Department and other theatre departments, touring venue promoters, design and print company, box office system providers and Friends of The Watermill.

PERSON SPECIFICATION

Essential

- A genuine enthusiasm and interest in theatre.
- Education to degree-level or equivalent professional qualification or relevant experience.
- Experience of working in an arts marketing role, preferably within theatre.
- Proven experience of planning, implementing and evaluating marketing campaigns.
- Ability to be creative both in producing print and delivering marketing campaigns.

- Experience of digital marketing, including curating social media channels, and producing digital content.
- Excellent written and verbal communication skills including copywriting and proofing with absolute attention to detail and an eye for design.
- Strong organisational skills with the ability to prioritise and manage a range of tasks at the same time. Ability to work well under pressure and to tight deadlines.
- Experience of box office and marketing software.
- Experience of interpreting data and data management.
- Sound numeracy skills.
- A confident and professional manner with a positive can-do attitude.
- Ability to use and act on own initiative when required, as well as working as a part of a team.
- IT literate including knowledge of the MS Office packages.
- Driver and car owner.

Desirable

- Knowledge of Spektrix and DotDigital or other email marketing systems.
- Experience and knowledge of working with photo and video editing software.
- Experience of website content management.
- Knowledge of audience development initiatives.
- Good photography skills.
- Experience of filming short promotional videos and editing.
- Experience of liaising with press contacts.

At The Watermill we are committed to equal opportunities for all. We therefore actively encourage applications from people from a variety of backgrounds, experiences and skills.

Terms and Conditions

Wherever possible, Watermill Theatre staff are working from home in line with current government guidelines. We anticipate this position will require you to work remotely initially, with some onsite activity at The Watermill required upon the reopening of the theatre. You must be able to attend and work onsite at The Watermill when necessary.

Duration of contract: Guaranteed period of 32 (thirty-two) weeks maternity cover from 22 March to 30 October 2021 at which point your employment with Watermill Theatre Limited will automatically end.

Possible extension of contract: Should the employee you are covering decide to extend their maternity leave for a period of time beyond 30 October 2021, you will be given a minimum of eight weeks' notice, prior to the end of your fixed term contract, of the opportunity to extend your employment, for a period of time as yet unknown, until the date the employee you are covering returns to work.

It will be a condition of your contract that you agree that when the employee you are covering returns to work, or if they do not return to work when a suitable replacement has been found, your contract of employment will automatically terminate.

Salary: Equivalent to £20,000 per annum (gross £384.62 a week)

Holidays: Statutory (28 days per annum including Bank Holidays): thirty-two weeks will entitle you to 17.25 days holiday.

Probationary period: 8 (eight) weeks

Working hours: Your normal working week will consist of those hours necessary to carry out the responsibilities of your position which should be based on a 40 (forty) hour week to be worked between the hours of 8.30am and 12.00 midnight Monday to Saturday. However, you will be required to work further reasonable hours as are necessary for the proper performance of your duties taking into consideration the Watermill Theatre performance patterns.

N.B. Due to the current and changing situation in relation to the Coronavirus pandemic, it may be necessary to classify you as a furloughed or part furloughed employee, under the terms of the Government's Coronavirus Job Retention Scheme, for part or all of your contract.

Notice period: 4 (four) weeks either way.

Pension: contribution match up to 5%.

Other Benefits: Complimentary tickets for Watermill Shows (subject to availability).

HOW TO APPLY

Please download and complete an application form and return with a covering letter explaining how you fulfil the criteria, to:

Rosie English, Marketing Manager

By email: admin@watermill.org.uk

or by post: The Watermill Theatre and Restaurant, Bagnor, Newbury, Berkshire RG20 8AE

Please also follow the link to complete our online Monitoring Form.

Closing date: Midday Friday 29 January 2021

Interviews: week commencing 8 February 2021. Please note, interviews will take place online via Zoom.