

Lyric

MARKETING OFFICER



INTRODUCTION

The Lyric Hammersmith is one of the UK's leading producing theatres. For more than 120 years it has been responsible for creating some of the UK's most ground-breaking and acclaimed theatrical productions. At the same time it has gained a national reputation for its work with children and young people and creates pathways into the arts for young talent from all backgrounds, helping to diversify our industry. The Lyric's dual commitment to producing the highest quality contemporary theatre, alongside nurturing the creativity of young people, is what makes it unique within the theatre ecology of the UK. It has one of the youngest audiences of any theatre in the country and is a place where some of the UK's finest actors and theatre-makers work side-by-side with some of the most diverse or disadvantaged young people in London. The cross-fertilisation of these two is what makes the Lyric Hammersmith so exciting and so distinctive. It is a local theatre rooted in its community with a national and international reputation for the quality and innovation of its artistic work.

OUR MISSION

The Lyric Hammersmith produces work that is provocative, entertaining, popular, eclectic, messy, contradictory and diverse.

We work with the best theatre artists around and champion the next generation, nurturing young talent from all backgrounds.

We strive to be at the heart of our community
whilst being internationally recognised

We lurch wildly between high art and populism – hopefully achieving
both at the same time

Beautiful theatre. Cheap tickets. Environmentally friendly.

Hammersmith and proud!

THE LYRIC: PAST, PRESENT & FUTURE

The Lyric is located in central Hammersmith in the London Borough of Hammersmith & Fulham, two minutes from Hammersmith tube and bus stations.

The theatre has an extraordinary history. It was designed by the world-renowned Victorian theatre architect, Frank Matcham, and originally opened in 1895 on a different site from the one it stands on today. In 1972, the original building was scheduled for demolition to make way for a new shopping and housing complex. There was a huge public outcry and, at the final hour, the local council saved the theatre by instructing that the Lyric could only be pulled down by the developers if Matcham's exquisite plasterwork was preserved and recreated in a new theatre above the Kings Mall Shopping Centre. The new Lyric Hammersmith was officially opened in 1979 by the Queen. The Matcham plasterwork had been painstakingly reconstructed in a new Victorian-style 550 seat auditorium and a modern black-box 110 seat studio was added to the building at the same time.

In 2004, the Lyric was redeveloped again with funding from the National Lottery and a public fundraising appeal. The £2m project was designed by the internationally acclaimed architect, Rick Mather. The entrance of the theatre was relocated from King Street to Lyric Square and a box office, street-level café, rehearsal room and education space were added within a new extension.

In April 2015 the theatre entered a new and exciting phase of its history. After nearly a decade of planning, fundraising and building, we opened the doors to a new Lyric, again designed by Rick Mather Architects, which includes a major extension to the West. The new Reuben Foundation Wing added two floors of facilities aimed at expanding the Lyric's work with young people, emerging and professional artists. It includes:

- A new rehearsal space the size of the main house stage with a stage-management office
- A dance studio with a sprung floor and full height mirrors
- A film and TV studio and editing suite equipped with a 'green screen' and professional camera and editing equipment
- A 50 seat cinema
- A recording studio and a suite of small and medium-sized music practice rooms
- A digital play space
- A sensory space for disabled children
- New and expanded set and wardrobe workshops
- New staff offices

Externally the building has been re-rendered and a nine metre high neon sculpture designed by the artist David Batchelor, which is based on plasterwork detail from the Victorian auditorium, has been installed on the East Elevation. Internally the existing building has also been refurbished including the redesign of the theatre's café and bar and installation of new environmentally friendly heating and lighting systems as well as a green sedum roof.

In the Summer of 2018 the Lyric completed a refurbishment of both its main house auditorium and studio theatre.

The Lyric has a proven commitment to environmental sustainability and has just become the first theatre venue in the UK to announce it has been awarded the maximum five stars under the Julie's Bicycle Creative Green Certification Scheme. The new building was awarded a BREEAM rating of 'Excellent' – the Government's kitemark for sustainability in new and refurbished buildings.

LYRIC GOVERNANCE, STAFFING AND FINANCES

The Lyric is a registered charity and a company limited by guarantee. As such, we are overseen by a non-executive Board of Directors which is chaired by Lisa Burger. The Board delegate day-to-day management of the theatre to its Executive Team: Rachel O'Riordan (Artistic Director and Joint CEO) and Sian Alexander (Executive Director, Joint CEO and Company Secretary). We have a talented and dedicated team of around 50 permanent staff, and employ numerous freelance artists, practitioners and casual staff, as well as operating a substantial apprenticeship scheme.

The Lyric aims to create a programme of work that is artistically adventurous and ambitious but also financially sensible and sustainable. We have an annual turnover of approximately £5-6m and our work is funded through four main sources: grant income from Arts Council England and the London Borough of Hammersmith & Fulham; box office income; fundraising income from trusts, businesses and individuals; and other earned income which includes commercial hires, catering and front of house sales.

DESCRIPTION FOR THE POST OF MARKETING OFFICER

RESPONSIBLE TO:	Head of Marketing
CONTRACT:	Permanent and full time
SALARY:	£24,000 – £26,000 per annum
HOURS:	<p>Core office hours are 10am-6pm, Monday to Friday. The post-holder will be expected to fulfil the hours required to do the job, including some evening and weekend work, but is not expected to work more than an average of 48 hours per week across the year in line with the Working Time Regulations.</p> <p>We welcome conversations around flexible working and job shares.</p>
HOLIDAY:	28 days per annum inclusive of public holidays, with an additional day added for each year of service, up to a maximum of 33 days.
NOTICE PERIOD:	Two months
PROBATIONARY PERIOD:	Six months
PENSION:	3% pension contribution after qualifying period
OTHER BENEFITS INCLUDE:	Season ticket loans, Cycle to Work Scheme, Staff Ticket Scheme including complimentary and discounted theatre tickets, and staff catering discounts

DEPARTMENT INFORMATION

The Marketing and Sales team consists of:

- Director of Communications and Sales
- Head of Marketing
- Box Office Manager
- Deputy Box Office Manager
- Marketing Officer (this role)
- Marketing Trainee
- Box Office Assistant (full time)
- Box Office Apprentice (vacant)
- Box Office Assistant Casuals

MAIN PURPOSE OF POSITION

The Marketing Officer will support the Head of Marketing and the Director of Communications and Sales to deliver box office targets and maximise audience attendance and other income streams. They will plan, research, develop and implement the Lyric's marketing campaigns for the Little Lyric programme (the Lyric's children's theatre programme) supported by the Marketing Trainee. They will support the Head of Marketing to deliver the marketing campaigns for the Lyric's main house productions. Working closely with the Head of Marketing and the Marketing Trainee, they will plan and implement marketing campaigns to support the work of

our Young People's team. They will work alongside the rest of Marketing team to develop audiences for all work undertaken by the Lyric on and off stage.

KEY RESPONSIBILITIES

Little Lyric Marketing Campaigns – the Lyric's work for children

- Innovative planning, managing and delivering of creative and effective marketing campaigns for Little Lyric shows and classes.
- Working collaboratively with the Producers to ensure effective programming and promotion of all Little Lyric shows.
- Budget planning and management.
- Working with the Head of Marketing and Marketing Trainee to fully utilise digital technology to improve the effectiveness of Little Lyric campaigns including creating content for online channels.
- Monitoring expenditure, ensuring that the Lyric receives best value for money from suppliers and that all expenditure is accurately recorded.
- With support from the Head of Marketing, working to ensure that, as far as possible, income and attendance targets are achieved.
- Monitoring sales figures and the effectiveness of marketing activity.
- Producing a range of publicity materials both on and offline including the Little Lyric brochure. This will involve copywriting, facilitating the creation of digital assets, picture research/commissioning and briefing and working with graphic and digital designers.
- Working with the Box Office Manager to initiate ticket offers/incentives with external organisations and media agencies.
- Planning reciprocal marketing initiatives.
- Planning and implementing advertising campaigns.
- Organising the distribution of marketing materials.

Young Lyric programmes for young people

- Lead on marketing the Young Lyric Classes and Activities with support from the Marketing Assistant.
- Acting as the main liaison between the producers of the Lyric's work for young people and the Marketing team.
- Support the Head of Marketing in creating and implementing the marketing campaigns for larger-scale projects run by the Young People's team.

Main House Marketing Campaigns

- Implementation of main house marketing campaigns as directed by the Head of Marketing.
- Lead on producing the programmes for the main house productions, supported by the Marketing Trainee.

Website, Digital & Social Media

- Ensure that the information on the Lyric website is up to date.
- Manage the Lyric's Social Media channels, including devising innovative campaigns to increase interaction and followers both in paid and organic campaigns.
- Support the Head of Marketing in the creation of content for the Lyric's website and other digital channels.
- Collate and analyse statistical information for the Lyric's website and social media channels.

Audience Research & Development

- Working with the Head of Marketing to evaluate all Little Lyric show campaigns and the marketing campaigns for Young Lyric programme, utilising both quantitative and qualitative research, including statistical analysis from Spektrix, Dotmailer and google analytics, to inform future campaigns.
- Working with the Head of Marketing and Box Office Managers to identify opportunities for maximising income or attendance based on current trends or sales patterns.
- Working with the Head of Marketing and Marketing Trainee to implement the audience development plan.

Community Engagement

- Promoting the Lyric and its work to the general public, local businesses and residents in West London.
- Finding effective ways to build and maintain links with interest and activity groups within West London, which are relevant to both generic and show specific campaigns and maximising any promotional opportunities these groups offer.
- Working with the Council, tourist agencies and audience development initiatives within the London Borough of Hammersmith and Fulham to promote the work of the Lyric.
- Establishing and maintaining an effective distribution network for shows and generic print throughout West London.

Other Marketing Duties

- Working with the Director of Communications and Sales, the Marketing, Visitor Services and Box Office teams to maximise all Lyric income streams, including marketing support for the Lyric Bar & Grill.
- Working with the Lyric's Development department and the Events & Hires Manager to maximise promotional opportunities with businesses and organisations in West London and beyond.
- Working with the Marketing team to provide marketing support for the Development team.

Other Duties

- Remaining up-to-date with developments both in contemporary theatre and in current marketing practices.
- Regularly monitoring competitors' marketing strategies.
- Representing the Lyric at public events as agreed with the Head of Marketing.
- To regularly attend Lyric shows and projects including press nights, development events and showcases of our work with young people.
- To take an active role in your continuing professional development, identifying relevant training and professional development opportunities.
- To work at all times in accordance with the Lyric's Green Policy and Action Plan and to proactively develop and encourage environmentally sustainable practice, representing the Communications department at regular Green Team meetings.
- To adhere to the Lyric's Equality Policy, Diversity Action Plan and any other policies or plans the Lyric may introduce in the future.
- To act at all times in the best interests of the Lyric.
- To undertake any other duties as agreed with your line manager as is appropriate to the post.

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.

PERSON SPECIFICATION

Essential:

- Arts marketing experience, preferably within theatre
- Experience of planning, implementing and reviewing marketing campaigns
- A proven track record in producing digital content and managing creative social media campaigns, both paid and organic.
- Experience of managing budgets and delivering campaigns within financial limits to achieve income targets.
- Excellent verbal and written communication skills including copywriting and proofing with absolute attention to detail.
- Excellent time and workload management with the ability to work under pressure to tight deadlines
- Good IT skills
- A genuine enthusiasm for theatre in all its forms
- A confident and professional manner

Desirable:

- Experience of using Photoshop for artworking and a good eye for design
- Experience of filming short promotional videos and editing using Final Cut Pro
- Good photography skills
- Experience of using InDesign

HOW TO APPLY

To apply for the post, please:

- Complete an **application form** in type or black ink.
- Write a **covering letter** (no longer than two sides of A4) explaining why you are interested in this role and how your experience and skills match the person specification.
- Return the **application form, covering letter** and **equal opportunities monitoring form** by email to jobs@lyric.co.uk or by post to Chrissy Angus, Head of Administration, Lyric Hammersmith, King Street, London W6 0QL.
- **Do not submit CVs, as these are not accepted.**

The deadline for receipt of completed applications is: **Tuesday 23 April 2019 at 10am.**

We look forward to receiving your application and thank you for your interest in the Lyric Hammersmith.

GUIDANCE

Please read the person specification and job description carefully before starting your application and ensure that you meet all the essential criteria. Only relevant information will be considered when shortlisting applicants for interview. Your application will be kept on file for a maximum of 12 months and then destroyed.

INTERVIEW PROCESS

It is intended that initial interviews will take place on **w/c 29 April 2019.**

EQUAL OPPORTUNITIES

The Lyric values and promotes diversity and is committed to equality and opportunity for all. All employees are required to comply with and actively promote our Equality policy, and no job applicant or employee will receive less favourable treatment on the grounds of age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religious belief, gender, sexual orientation, class or socio-economic background, trade union activity or political activity or opinion.

We may use positive action, in cases where candidates are equally qualified, to increase the employment of under-represented groups at the Lyric.

The Lyric Hammersmith is proud to be a Disability Confident Committed Employer and an official Partner of Parents in Performing Arts (PiPA).



ACCESS

If you would like to submit your application form and covering letter in another format we would be happy to accommodate this. Please contact the Administration department on 020 8741 6822 option 2 or jobs@lyric.co.uk to discuss a suitable alternative.

The Lyric Hammersmith has made a commitment that all applicants with disabilities who meet the essential criteria for this job will be invited to interview. Please complete the Application Statement to help us with this. Please also state on the form if you have any access requirements for interview, or contact the Administration team to discuss.

APPOINTMENTS

In line with the Lyric's Safeguarding Policy, any appointment will be made subject to a satisfactory enhanced Disclosure and Barring Service (DBS) disclosure. Disclosure information will be treated in the strictest confidence and shall only be seen by those who need to see it as part of the recruitment process. Only relevant information will be taken into account. The Lyric will not discriminate unfairly against any convictions or other information revealed.

All appointments are made subject to satisfactory references and proof of eligibility to work in the UK.