



## MARKETING MANAGER



*School Girls: Or the African Mean Girls Play*  
Photo by Manuel Harlan



*Accidental Death of An Anarchist*  
Photo by Helen Murray



*Iphigenia in Splott*  
Photo by Jennifer McCord

We are the Lyric Hammersmith Theatre. We are the civic and creative heart of West London. We believe that everyone deserves to experience the life changing impact of theatre.

In our big, beautiful theatre, we tell stories that matter and work with exceptional talent to make ambitious, entertaining, inspiring shows for our audience in West London and beyond.

We remove barriers to engagement and ensure young people have the opportunity to discover the power of their creativity, shaping the future of British theatre.

We are inclusive, forward looking and unafraid of change – we are proud of our history and ambitious for our future. A local theatre with a national impact.

### LYRIC VALUES

#### **Work with integrity and respect**

We support each other with kindness, openness and integrity. Together we celebrate our achievements and work collaboratively through our challenges.

#### **Every day we learn and grow**

We continue to ask questions, seek answers and share our learning with each other for the benefit of the Lyric.

#### **Be ambitious and action-focused**

We believe in excellence; we have a can do attitude, go the extra mile and ensure our ideas become actions.

#### **Serve our West London community**

We are here for the people of West London, every decision we make and action we take should benefit our community.

## HOW TO APPLY

To apply for the post, please:

- Complete an **application form** in type or black ink. Use the Supporting Information section on the form to explain why you are interested in this role and how your experience and skills match the person specification.
- Return the **application form** by email to [jobs@lyric.co.uk](mailto:jobs@lyric.co.uk) and complete an **online equal opportunities monitoring form**: <https://lyric.co.uk/equal-opportunities-form/>
- Do not submit CVs, as these are not accepted.

The deadline for receipt of completed applications is **10:00am on Monday 3<sup>rd</sup> June 2024**. Interviews will take place w/c **10<sup>th</sup> June 2024**.

If you would like to submit your application in another format or require this information pack in a different font or format, we would be happy to accommodate this. Please contact the Administration & HR Team on 020 8741 6822 option 2 or [jobs@lyric.co.uk](mailto:jobs@lyric.co.uk) to discuss a suitable alternative.

### DESCRIPTION FOR THE POST OF MARKETING MANAGER

Responsible to:	Head of Campaigns
Responsible for:	Press and Marketing Assistant
Contract:	Full-time, permanent role
Salary:	£31,000 per annum
Hours/Days:	<p>The majority of the post-holder's hours are expected to be worked between 9am and 7pm Monday to Friday. Due to the nature of the Lyric's work the post-holder may be required to do some evening and weekend work to fulfil the requirements of the role.</p> <p>The Lyric has a <a href="#">House Agreement</a> that details our approach to working hours for all staff.</p>
House Agreement Type:	Office Agreement
Holiday:	30 days per annum including Bank Holidays with an additional day added for each year of service up to a maximum of 35 days
Notice period:	Three months
Probationary period:	Six months
Pension:	3% pension contribution after qualifying period

Other benefits include: Season ticket loan, Cycle to Work Scheme, Employee Assistance Programme, Work from Home Policy, Staff Ticket Scheme including complimentary and discounted theatre tickets, and staff catering discounts

## **DEPARTMENT INFORMATION**

The Communications & Sales team is led by the Director of Communications and Sales and comprises of:

- Director of Communications and Sales
- Head of Campaigns
- Marketing Manager (this role)
- Box Office Manager
- Press Officer
- Press and Marketing Assistant
- Box Office Assistant (two part-time posts, report to Box Office Manager)
- Box Office Assistant (casual staff, report to Box Office Supervisor)

## **MAIN PURPOSE OF POSITION**

The Marketing Manager will plan, manage and deliver the Lyric's marketing and audience development campaigns to achieve financial targets and maximise attendance across all activity, with a focus on Theatre productions. The Marketing Manager will support the Head of the Campaigns to ensure activity reaches the broadest possible audience, highlighting our impact and positively developing our reach and reputation.

This role includes the line management of the Press and Marketing Assistant.

Working closely with the Director of Communications & Sales, Head of Campaigns, Box Office Manager and Press Officer, they will support the delivery of the wider strategy of positioning the Lyric as an important part of London's vibrant theatre scene.

## **PRINCIPAL DUTIES**

### **Campaigns**

- Plan creative and effective marketing campaigns for Lyric shows, in consultation with the Head of Campaigns.
- Manage the delivery of marketing campaigns for shows across both Lyric's Main Stage and Studio.
- Develop marketing campaigns to engage customers with the wider range of activities and services that the Lyric offers - including but not limited to Fundraising campaigns, Young Lyric classes, activities and shows; as well as our Commercial enterprises including hires, events, bars and catering.
- Undertake comprehensive campaign budget management, in consultation with the Head of Campaigns and the Director of Communications & Sales.
- Monitor expenditure, ensuring that the Lyric receives best value for money from suppliers and that all expenditure is accurately recorded.

- Take responsibility for marketing literature, production and distribution including scheduling, ensuring deadlines are met, copywriting, artistic and agency liaison, as well as managing relationships with printers, designers and mailing houses.
- Work to ensure that all campaign and public facing materials align with the Lyric brand.
- Plan and implement advertising campaigns, including outdoor, print ads, digital ads PPC and social media.
- Alongside the Press and Marketing Assistant, lead on the creation of Programmes for all shows, and working collaboratively with the Producers and Commercial teams to ensure smooth delivery.
- Support the Head of Campaigns with the delivery of the Lyric's Access campaign.

### **Website, Social Media and Digital**

- Ensure the website and its content is accurate and high quality, working with the Head of Campaigns to liaise with the website agency to ensure all tickets are dealt with in a timely and efficient manner.
- In collaboration with the Head of Campaigns ensure the social media and CRM schedule is effectively maintained, ensuring all campaigns including Commercial, Young Lyric, Development and Outsider Tart have been consulted.
- Fully embrace digital opportunities to drive sales and increase customer engagement.
- Alongside the Press & Marketing Assistant create regular digital content in support of specific campaigns.
- Create and analyse digital advertising campaigns, reporting on social media engagement and ROI.
- Keep abreast of relevant new social media platforms and behaviours.

### **Box Office and Sales**

- Work to ensure that marketing supports the achievement of income and attendance targets.
- Support the Head of Campaigns, in monitoring sales figures and assess the effectiveness of marketing activity.
- Support the full team in creating a strong data culture across the organisation while working closely with the Box Office Manager
- Work with the rest of the Communications & Sales Team to evaluate show campaigns, interpreting statistical analysis from Spektrix, Audience surveys and Google analytics, Support the Head of Campaigns in analysing sales patterns and evaluate activity and continuously improve campaigns to increase Return on Investment (ROI).
- Work with the Box Office Manager to initiate ticket offers/incentives with external organisations and agents.

### **Audience Development**

- Promote the Lyric and its work to the general public, local businesses and residents in West London and beyond.
- Ensure marketing campaigns align with the objectives of the Lyric's audience development plan.
- Find effective ways to build and maintain links with interest and activity groups within West London, including working with tourist agencies, local audience

development initiatives, education institutions and community networks e.g. housing associations or third sector groups.

## **GENERAL DUTIES**

- Regularly attend Lyric Hammersmith Theatre shows and projects including press nights, Young Lyric and development events.
- Attending internal and external meetings as required.
- To adhere to the Lyric's Equality, Diversity and Inclusion Policy, Anti-Racism Strategy, Health & Safety Policy and any other policies or plans the Lyric may introduce in the future.
- Work at all times in accordance with the Lyric's Environmental Sustainability and Action Plan and proactively develop and encourage environmentally sustainable practice.
- To take an active role in your continuing professional development, identifying relevant training and professional development opportunities
- To act always in the best interests of the Lyric Hammersmith Theatre
- To undertake any other duties as agreed with the Head of Campaigns as is appropriate to the post

This job description is a guide to the nature of the work required of this role. It is not wholly comprehensive or restrictive and may be reviewed as required.

## **PERSON SPECIFICATION**

### **Essential Criteria**

- Arts marketing experience, preferably within theatre
- Experience of delivering and evaluating marketing campaigns including managing the design process
- Creative flair and an imaginative approach to marketing and digital communications
- Experience in delivering and evaluating online and social advertising campaigns
- Experience in digital systems such as website CMS and social media platforms
- Experience of working to and achieving income targets
- Experience of managing budgets and delivering campaigns within financial limits
- A commitment to audience development and making theatre as accessible as possible
- Excellent copywriting and proofing skills with absolute attention to detail
- Excellent verbal and written communication skills
- Good time management, excellent administration skills and ability to prioritise a varied workload
- Advanced IT skills across all Microsoft software
- A genuine enthusiasm for theatre in all its forms

### **Desirable Criteria**

- Experience of using Photoshop
- Experience of using InDesign

- Experience of the Spektrix box office system
- Experience using Google Analytics Campaign Tracking

## **EQUALITY & DIVERSITY**

The Lyric values and promotes diversity and is committed to equality and opportunity for all. We are working actively to be an anti-racist organisation. Everyone who works with us is required to comply with and actively promote our Equality, Diversity and Inclusion Policy, and no job applicant or member of our workforce will receive less favourable treatment on the grounds of age, disability, gender, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religious belief, sexual orientation, class or socio-economic background, trade union activity or political activity or opinion.

The Lyric Hammersmith Theatre has made a commitment that all applicants with disabilities who meet the essential criteria for this job will be invited to interview. 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 Theatre is proud to be a Disability Confident Committed Employer and supports parents and carers working in theatre.

## **APPOINTMENTS**

All appointments are made subject to satisfactory references, proof of eligibility to work in the UK and are subject to an enhanced or standard Disclosure and Barring Service (DBS) disclosure.

## **LYRIC CONTACT DETAILS**

If you have any questions about this role, you can contact the Lyric's Administration & HR Team on 020 8741 6822 option 2 or [jobs@lyric.co.uk](mailto:jobs@lyric.co.uk).

We look forward to receiving your application.