



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 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 **12pm on Monday 30 June**.

First Interviews will take place on **Thursday 10th July 2025** and Second interviews will take place on **Wednesday 16th July 2025**.

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 to discuss a suitable alternative.

DESCRIPTION FOR THE POST OF MARKETING MANAGER

Responsible to:	Director of Communications & Sales
Contract:	Full-time, permanent role
Salary:	£33,000 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 House Agreement 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
- Senior Marketing Manager
- Marketing Manager (this role)
- Sales & Box Office Manager
- Press and Marketing Assistant
- Box Office Assistant (two part-time posts, report to Sales & Box Office Manager)
- Box Office Assistant (casual staff, report to Sales & Box Office Manager)

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 wider Communications and Sales team to ensure activity reaches the broadest possible audience, highlighting our impact and positively developing our reach and reputation.

Working closely with the Director of Communications & Sales, Senior Marketing Manager, Sales & Box Office Manager and Press & Marketing Assistant, 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.
- Manage the delivery of marketing campaigns for shows across both Lyric's Main Stage and Studio.
- Support 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 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.
- Support the creation of Programmes for all shows, and working collaboratively with the Producers and Commercial teams to ensure smooth delivery.
- Work to ensure the delivery of the Lyric's Access campaigns, making marketing materials accessible and promoting our inclusive performances and practices.
- Work with external press agencies and the Press & Marketing Assistant to ensure smooth delivery of press campaigns, including press nights.

Website, Social Media, CRM and Digital

- Ensure the website and its content is accurate and high quality.
- In collaboration with the Senior Marketing Manager and wider team, ensure the social media and CRM schedule is effectively maintained.
- Ensure all content captured across video, photography and other media is of a high standard and is used in a timely manner.
- 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.
- Work with the Director of Communications, Senior Marketing Manager and Box Office Manager to ensure CRM campaigns are planned strategically following best UK GDPR practice and taking an audience-focused approach when planning the messaging.

Box Office and Sales

- Work to ensure that marketing supports the achievement of income and attendance targets.
- Support the Director of Communications & Sales, 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 Sales & 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 Director of Communications & Sales in analysing sales patterns and evaluate activity and continuously improve campaigns to increase Return on Investment (ROI).
- Work with the Sales & 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 strategy.
- 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.

We look forward to receiving your application.