



Young People's Borough of Culture 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 **Friday 10 April at 10am**.
First interviews will be held **w/c 20th April 2026** and second interviews will be held **w/c 27th April 2026**

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. (Between 10:00am – 5:00pm, Monday- Friday)

DESCRIPTION FOR THE POST OF YOUNG PEOPLE'S BOROUGH OF CULTURE MARKETING MANAGER

Responsible to:	Director of Communications & Sales
Contract:	Full-time, Fixed Term (12 months)
Salary:	£33,000 per annum
Hours/Days:	<p>The Lyric works to a flexible start/end of day, with the majority of the post-holder's hours 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, (pro rata) 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:	Three 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, Long service awards, Staff Ticket Scheme including complimentary and discounted theatre tickets, and staff catering discounts

DEPARTMENT INFORMATION

The Communications & Sales team comprises of:

- Director of Communications and Sales
- Senior Marketing Manager
- Marketing Manager
- Sales & Box Office Manager
- Young People's Borough of Culture Marketing Manager (this role)
- Press and Marketing Assistant
- Box Office Assistant (two part-time posts and casual staff members)

MAIN PURPOSE OF POSITION

The Young People's Borough of Culture Marketing Manager will plan, manage and deliver the marketing and audience development campaigns for Hammersmith & Fulham's Young People's Borough of Culture programme.

The role will sit within the Lyric Hammersmith Theatre, who are taking responsibility for leading the Young People's Borough of Culture programme on behalf of the Where Culture Connects H&F Cultural Compact. The lead partners for the programme are the Lyric, H&F Council and Earls Court Development Company, with the shared vision of implementing a new long-term model for young people, education and business sectors.

The role will oversee a discreet budget for promotion of programmes and events, which will span multiple disciplines, event types and locations across the borough. They will work closely with the Young People's Borough of Culture working group and partner organisations to ensure audience targets are met, reaching a broad audience and ensuring the impact of the programme is appropriately highlighted.

PRINCIPAL DUTIES

Campaigns

- Plan a creative and effective marketing campaign for Young People's Borough of Culture programme.
- Take responsibility for marketing literature, production and distribution including scheduling, ensuring deadlines are met, copywriting, artistic and partner liaison, as well as managing relationships with printers, designers and mailing houses.

- Work with the Director of Communications & Sales, in monitoring attendance/participation figures and assess the effectiveness of marketing activity.
- Plan and implement advertising campaigns, including outdoor, print ads, digital ads PPC and social media.
- Work with external press agencies and the Press & Marketing Assistant to ensure smooth delivery of press campaign.
- Work with project and local partners to ensure campaign maximises reach.
- In partnership with an external evaluator and Young People's Borough of Culture Producer, ensure all relevant campaign data is captured and recorded meeting the requirements of the ACE Place Partnership grant.

Outreach & Audience Development

- Support on all outreach and recruitment for children and young people to engage in the programme in collaboration with the Young People's Borough of Culture Producer.
- Ensure marketing campaigns and target audiences align with the objectives of the Young People's Borough of Culture strategy.
- Ensure participants engaged with programmes, represent the diversity of Hammersmith & Fulham.
- Find effective ways to build and maintain links with interest and activity groups within the borough, including working with partner organisations, local audience development initiatives, education institutions and community networks e.g. housing associations or third sector groups.
- Develop strategic communication approaches for children and young people located in wards known to have a higher multiple indices of deprivation

Content

- Create regular digital content in support of specific projects and campaigns.
- Ensure all content captured across video, photography and other media is of a high standard and is used in a timely manner.
- Work to ensure that all campaign and public facing materials align with the Young People's Borough of Culture brand.
- Ensure that all partner organisations are given timely access to relevant content for promotion and legacy purposes.

Website & Social Media

- Ensure the Young People's Borough of Culture website and its content is accurate and high quality.
- Ensure the social media and CRM schedule is effectively maintained.
- Create and analyse digital advertising and organic social media campaigns, reporting on social media engagement and ROI.
- Work with the Director of Communications & Sales to ensure all website and CRM activity is planned strategically following best UK GDPR practice and taking an audience-focused approach when planning the messaging.

Budget Management

- 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.
- Alongside Young People's Borough of Culture Producer, ensure all programme expenditure is recorded accurately and efficiently.

GENERAL DUTIES

- 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 Director of Young Lyric 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

- Marketing experience, preferably within arts or relevant cultural organisation
- Experience of delivering and evaluating marketing campaigns
- 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 audience development targets
- A commitment to audience development and making theatre as accessible as possible
- Experience of managing budgets and delivering campaigns within financial limits
- 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 thorough understanding and commitment to safeguarding, diversity, inclusion and access

Desirable Criteria

- Experience of campaigns involving children and young people

- Knowledge of and/or existing relationships with Hammersmith & Fulham's cultural and youth organisations
- 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. (Between 10:00am – 5:00pm, Monday-Friday)

We look forward to receiving your application.