

Marketing Officer

30/07/10

Context for the post: The Marketing Officer is an employee of Leeds Theatre Trust Ltd and is line managed by the Head of Marketing. The Marketing Officer has no line management responsibilities. The Marketing Officer is part of the Communications team, headed up by the Director of Communications.

Overall purpose of the role: The Marketing Officer supports the work of the Marketing Department through the promotion of productions and events and through audience development campaigns. Key responsibilities for this post include contributing to marketing campaigns, copy writing, co-ordinating print distribution, direct mail, emarketing and working with new media.

Duties & Responsibilities

Marketing

- To play an active part in the planning of campaigns
- To assist in audience research and data analysis
- To write sales copy and direct mail
- To research new emailing and emarketing opportunities
- To co-ordinate direct mail and emarketing campaigns
- To book media advertising campaigns
- To liaise with the in house Graphic Design team in the production of show images and relevant design needs
- With the Head of Marketing, to co-ordinate projects aimed at developing audiences through emarketing, the website and new media

Responsibilities of all Staff members

- To be aware of the work of other departments in the achievement of the Playhouse's aims
- To take an active part in communicating and co-operating with other staff and departments
- To follow guidelines, procedures and policies provided by the company in relation to financial management and personnel records
- To work in accordance with the Equal Opportunities policy of the Playhouse
- To be aware of, and comply with, rules and legislation pertaining to Health & Safety at work
- To take part in such working groups and committees as might from time to time be required for the fulfilment of departmental or company aims

Terms & Conditions

Hours: core 9.30am-6pm as well as evening/weekend work as necessary to a maximum 37.5 hours per week, with time off in lieu thereafter

Holidays: 20 days per annum (rising to 25 after 5 years employment)

Salary: £16,000 per annum

This post would ideally suit....

Either

A Marketing Assistant with one year's work experience in a promotional environment, preferably in the arts, who is ready to take on more responsibility

Or

A Marketing Officer in a small/medium scale venue/organisation who is interested in working for a large producing theatre.

An interest in the arts is essential, as is the ability to hit the ground running and to learn quickly.

This is a great opportunity to work in one of the region's busiest producing theatres, as well as being an excellent on the job training opportunity.

MARKETING OFFICER SUPPORTING INFORMATION

Since opening in 1990, West Yorkshire Playhouse has established a reputation as one of Britain's most exciting and active producing theatres, winning awards for everything from its productions to its customer service. The Playhouse provides both a thriving focal point for the communities of West Yorkshire and theatre of the highest standard for audiences throughout the region and beyond. It produces up to 16 of its own shows each year in its two auditoria as well as touring and stages over 1,000 performances, workshops, readings and community events.

300,000 people participate in and use the Playhouse every year.

Ian Brown, appointed Artistic Director and Chief Executive in 2002, following Jude Kelly, has continued to develop the West Yorkshire Playhouse as one of the largest regional repertory theatres outside of London and Stratford, realizing one of the most innovative, diverse and vibrant artistic policies in the country.

A high profile portfolio of international theatre, new writing for the stage, major productions with leading artists and collaborations with some of Britain's brightest touring theatre companies, and West End transfers, has kept the Playhouse constantly in the headlines and at the forefront of the local, regional, national and international arts scene. Alongside this work on stage the Playhouse is home to a leading Arts Development team which delivers a groundbreaking programme of education and community initiatives and is engaged in the development of culturally diverse art and artists.

Artistic Programme

The Playhouse has been able to forge an exciting, dynamic and innovative programme of work. These include main house new plays, international collaborations and musicals. We embrace Local, Regional, National and International remits, which distinguishes the theatre from the national organisations.

- In the past three years we have become a centre for new writing in the north of England. For the first time in the theatre's history, we created the post of full-time Associate Director (Literary). We now commission plays, offer script reading services, dramaturgy, complimentary literary events, workshops and support for all kinds of new writers. All these new activities have been built into our core budget.
- We have been active and successful in building on the Playhouse's record of work for and about Black and Asian Culture. We have supported artists such as Geraldine Connor (Carnival Messiah), David Hamilton, Sol B. River, Marcia Layne, Paul Morris and Madani Younis as well as collaborations with Asian Theatre School, decibel and Eclipse. Programming integrates creatively diverse work plus we present an annual Positive season. We provide training opportunities through CIDA (Creative Industries Development Agency) for young people in arts administration and technical work.
- We have embarked on a series of co-productions with commercial and subsidised partners. Several of our productions have transferred to the West End
- We have developed flexible ways of working with companies as diverse as Improbable Theatre, Kneehigh Theatre Company, an international collaboration with Theatre Romeo on '*Homage to Catalonia*'.
- We have maintained a craft base and production department second to none. What is now an increasingly rare resource, all of our sets, costumes, props are made in-house. and provide a valuable resource to the industry nationwide and particularly to the region.
- We invest in professional and artist development through engaging with Channel 4 Director's Bursary Scheme; piloting a PRS Foundation scheme for music creative in residence; the Lindbury Prize for designers and Stage Exchange with Audiences Yorkshire.

Arts Development

We continue to provide one of the country's best arts education programmes through our renowned Arts Development Team. The programme of work is self-financing through fundraising initiatives both public and private. Staff costs come from core funding.

- We have opened First Floor, a creative space for young people offering arts activities to as wide a variety of young people as possible.
- We tour three productions a year into Leeds Schools. Recent topics include slavery, teenage fathers and asylum seekers.
- We have many community links notably Heydays, our over 55s arts days which happen each week with over 500 members.
- We run a variety of access schemes for a wide range of groups including the highly successful Community Network.

Audience Development

WEST YORKSHIRE PLAYHOUSE attracts audiences to Leeds from across the North of England and beyond. 16% of Playhouse audiences travel from outside the region. We have addressed access and ticket pricing in a radical way and offer people a range of ticket options. We have introduced a membership scheme entitled My Playhouse, and are endeavouring to turn our traditional late bookers into advance bookers.

Finance

WEST YORKSHIRE PLAYHOUSE earns approximately 60% of its £6m turnover through box office income, co-productions, sponsorship, project fundraising and covenanted income from WEST YORKSHIRE PLAYHOUSE Enterprises generated through catering, bars and a burgeoning conferencing department.

Current levels of core funding are uncertain, and we are in the process of starting to prepare our strategy for dealing with this situation. Overhead and administration cuts have been made in order to sustain the level of resources for productions and artists and without increasing costs to audiences. While WEST YORKSHIRE PLAYHOUSE is one of the 'Big 10' theatres, salary and fee levels are held at minimum rates.

The theatre is innovative in its development of alternative and secondary income streams; however without at least inflationary increases from funders, the long-term future of the theatre's artistic innovation, high-quality standards and diversity of activity is threatened.

WEST YORKSHIRE PLAYHOUSE KEY FACILITIES

The West Yorkshire Playhouse comprises:

- the Quarry Theatre, 750 seats, open thrust stage;
- the Courtyard Theatre, 350 seats flexible performance space;
- the Congreve Room and Priestley Rooms
- large open foyer with bar, café and coffee shop.