

## Job Description

<b>Job Title:</b>	<b>Marketing Officer</b>
<b>Responsible to:</b>	Marketing Manager
<b>Place of Work:</b>	Based in office in Glasgow but will be expected to attend rehearsals, events, performances and meetings as necessary
<b>Hours of work:</b>	35 hours per week. 5 days out of 7. Meal breaks not included
<b>Additional Hours:</b>	To be agreed in advance including attending meetings, rehearsals, performances and other activities outwith office hours.

### Overall Purpose and Key Responsibilities

In consultation with the Marketing Manager, this post-holder will execute marketing and sales campaigns for the National Theatre of Scotland, nationally and internationally, working as part of the Marketing and Press team within the Department of External Affairs.

The Marketing Officer will provide particular support for the following areas of National Theatre of Scotland activity: tickets sales and attendances at the Company's in-house and co-produced productions, liaising with venues, co-producers and partners and other external stakeholders.

### Purpose of Job

- To promote the National Theatre of Scotland, its activities and performances to external audiences, stakeholders and the wider public.
- To support the marketing and sales functions within the National Theatre of Scotland to ensure audience targets and income are achieved.
- To support the Marketing Manager in creating robust Marketing/ Campaign Plans for the achievement of agreed targets.

### Main Duties and Responsibilities

*The following will be carried out under the supervision and guidance of the Marketing Manager:*

- Establishing and maintaining good contacts with National Theatre of Scotland stakeholders including audiences, co-producers, partners, touring venues, artists and creative teams in support of sales activity.
- To create and deliver Marketing/ Campaign Plans where appropriate for National Theatre of Scotland productions.
- To devise and implement appropriate marketing and advertising schedules in conjunction with media buyers and venues.

- Managing print requirements including liaising with designers/ printers and venues/ co-production partners to distribute print material.
- To prepare information for mailing, working internally with colleagues in Marketing, Audience Development and Fundraising and also with presenting venues within scope of the Data Protection Act. To mail and liaise with the mailing house to ensure accurate and effective mailings.
- Co-ordinate the National Theatre of Scotland's email campaigns with venues and partners, including managing the Company's email database and instigating and monitoring viral campaigns.
- To manage the National Theatre of Scotland's invitations/ guest lists and complimentary ticket allocations.
- To manage press and guest night events including hospitality and front of house requirements as needed.
- To write effective and accurate direct mail letters and devise copy where appropriate for National Theatre of Scotland promotional leaflets and posters.
- To work with the Marketing Manager and Web and Publications Editor to co-ordinate the creation of web content and digital material as required.
- Work with the above to manage and assist in developing the Company's social media activity.
- Monitor spend on each element of a Marketing Campaign and ensure that spend does not exceed the allocated budget.
- To report accurately each week on box office sales and attendances at the Company's performances and to create and maintain the year-end report on attendances and income from all performances and events.
- To deputise for the Marketing Manager as required.
- To be present at National Theatre of Scotland performances, events and meetings as necessary.
- Any other duties as required by the Line Manager.

### **Organisational Requirements**

- Maintain a high standard of customer care.
- Use IT applications to service the post's administrative needs.
- Work towards the achievement of the National Theatre of Scotland's organisational goals.
- Take part in organisational projects as required.
- As the post holder may be the first point of contact for many external organisations, and individuals, he/ she is expected to remain up to date with, and aware of, developments within the National Theatre of Scotland and its work.
- As the post will require handling, processing and recording of restricted information, confidentiality is required to be maintained at all times.

## **Terms and Conditions of Employment**

Annual salary:	£18,382
Holiday Entitlement:	34 days per annum (inclusive of 9 Public Holidays as set out in the Staff Handbook).
Probationary period:	6 months
Notice period:	3 months
Pension:	Following the probationary period, the Company makes an 8% contribution into the Company's group personal pension plan on condition that the employee makes a minimum contribution of 4%.