

Marketing Officer

SOUTHEND THEATRES

Job Description
Person Specification

February 2018

southendtheatres.org.uk
hqtheatres.com



hq
THEATRES &
HOSPITALITY
The UK's premier provider of
live entertainment and hospitality

Marketing Officer

JOB DESCRIPTION

INTRODUCTION

HQ Theatres & Hospitality (HQT&H) is a division of Qdos Entertainment Ltd.

Qdos Entertainment is wholly owned by husband and wife entrepreneurs, Nick & Sandra Thomas. Nick created Qdos Entertainment in 1999, and remains Chairman of the company, which is now one of the largest, broad-based entertainment Groups in Europe.

Rooted in family entertainment and traditional values, Qdos Entertainment has grown both organically and through a steady 'buy & build' strategy, by acquiring businesses that complement the original model, managed by a highly experienced management team.

Qdos Entertainment, via its wholly owned subsidiary HQ Theatres & Hospitality, has a proven track record of successfully managing and operating theatres and other cultural venues, and is the UK's second-largest regional theatre and concert hall operator.

The current portfolio of 11 venues include: The Cliffs Pavilion, Southend; The Palace Theatre, Westcliff; G Live, Guildford; The Lyceum Theatre, Crewe; Wycombe Swan, High Wycombe; The Wyvern Theatre, Swindon; The Arts Centre, Swindon; The Beck Theatre, Hayes; The White Rock Theatre, Hastings; The Orchard Theatre, Dartford, The Colosseum, Watford, and from April 2016 The Churchill Theatre, Bromley.

The Company also operates an extensive range of hospitality and accommodation environments, including restaurants, cafés, bars, coffee shops and boutique hotel rooms under the brand HQ Collection. The company's freehold restaurants and accommodation businesses include the award-winning Copper Horse Restaurant and Cottages; The Mayfield Pub, Carvery and Rooms in Seamer and The Plough Pub, Restaurant & Rooms in Scalby, near Scarborough.

SENIOR MANAGEMENT STRUCTURE

Chairman: Nick Thomas

Chief Financial Officer: Jim Parry

Chief Executive Officer, HQT&H: Julian Russell

Group Marketing Director: Chris McGuigan

Operations Director, HQT&H: Alvin Hargreaves

Southend Theatres Ltd. is managed by the Theatre Director, **Ellen McPhillips**

LOCATION OF BUSINESS

HQ Theatres & Hospitality Limited has its headquarters office in Drury Lane, London.

The post holder will be based at **Southend Theatres**. The post holder's approved travel and other out-of-pocket associated costs will be reimbursed.

EQUALITY OF OPPORTUNITY

Qdos Entertainment Limited is committed to being an equal opportunities employer. The aim is to ensure that all employees are treated equally and are employed solely on the basis of their ability and potential to do the job, regardless of their race, colour, gender, sexuality, disability, age, religion or beliefs.

Marketing Officer

JOB DESCRIPTION

REPORTING

The Marketing Officer reports directly to the Marketing Manager.

PURPOSE OF THE POST

The post holder is responsible for assisting the Marketing and Development Manager, together with the rest of the Marketing team, with day-to-day media relations for Southend Theatres and the promotion of selected shows. The role also includes creative input into the design and preparation of advertising, as well as assisting in delivering the aims and objectives of Southend Theatres' Marketing and Development Plan.

ACCOUNTABILITIES

Key Accountabilities of the Post are:

General show marketing activities

- In conjunction with the Marketing team, ensure all promotion and advertising material is received from promoters and producers in line with contracted requirements. Ensure the regular distribution of publicity, press and media information.
- Design and place newspaper advertisements in accordance with campaign commitments and agreed expenditure limits
- Liaise with designers and printers as required.
- Action agreed marketing activity to promote appropriate shows and, where necessary, liaise with producers/promoters.
- Prepare draft marketing strategies for appropriate shows under the guidance of the Marketing Manager and/or the Assistant Marketing Manager

Groups

- Assist the Marketing team in developing a productive relationship with group bookers with the aim of increasing the level of bookings from this important sector.
- Undertake telesales activities in conjunction with the Box Office team under the guidance of the Marketing Manager, as required.
- Assist as required at developmental events with group bookers, in liaison with the Marketing team.

E-Marketing

- Assist the Marketing team with the distribution of e-fliers and on-line marketing activities.

Media Relations

- Host press nights as rostered in conjunction with the Marketing Manager and Assistant Marketing Manager. This will require working up to one evening a week, including occasional bank holidays and weekends.

Press Cuttings

- Ensure all relevant press articles are clipped and filed on a regular basis.
- Work effectively with the Marketing team and share duties as agreed with the Marketing Manager.

2. Other Duties and Responsibilities

- Deputise for the other Marketing Officer in his/her absence.
- Attend meetings as required.
- Undertake training and development as appropriate and relevant to the post.
- Any other duties as required from time to time taking into consideration the grade of the post and the capabilities of the employee in Southend Theatres' services and at any of Southend Theatres' venues.

Marketing Officer

PERSON SPECIFICATION

- An understanding of marketing principles
- A knowledge of e-comms and social media (preferable)
- A knowledge of theatre marketing activities (preferable)
- Telesales experience
- Knowledge of, or interest in theatre and the arts (preferable)
- Previous experience in a Box Office sales role (preferable)
- Budgetary experience/knowledge (preferable)
- Competent computer literacy, including Word and Excel
- Excellent verbal communication skills
- Good written and administrative skills
- Proven ability to manage own workload, prioritise tasks and meet deadlines
- Professional, personable and presentable with an outgoing personality
- Able to follow instructions accurately
- Self-motivated and able to work effectively and positively, both independently and as part of a busy team
- Able to operate in a calm, courteous and professional manner at all times and in particular when under pressure
- A flexible and positive attitude towards the Marketing and Box Office operations and Southend Theatres' business requirements
- A positive attitude towards learning and personal development
- Available to work occasional evenings and weekends as required
- A car owner and driver, willing to drive for work related reasons if required
- Willing to conform to dress code

Marketing Officer

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Job Description Person Specification

I acknowledge receipt of, and confirm my agreement to, carry out the duties described in the attached job description. I understand it is current at the date shown and that, in consultation with me, it is liable to variation by management to reflect or anticipate changes in, or to, the job.

Signed

Date

[Post Holder]

Signed

Date

[for and on behalf of Southend Theatres Ltd.]

February 2018