



As The Princess looks to the next five years with exciting plans ahead, we are looking for a passionate and well organised Programme and Marketing Officer. This is a fantastic opportunity for a self-motivated and resourceful individual to work in a busy multi-genre community arts venue.

JOB DESCRIPTION

Job Title: Programme and Marketing Officer
Responsible for: Volunteer Visual Arts Coordinator
Reports to: Business Development Officer (BDO)

Job Purpose:

To develop, programme and promote our growing events and activities roster. You will coordinate and administrate the venue's programmes and marketing activities as well as communicate key messages building a positive image for The Princess.

MARKETING: Day-to-day duties will include writing press releases, liaising with local and national press and coordinating messaging going out on website, eshots, social media and in print. To work closely with the Business Development Officer to develop the branding, website, and social media of The Princess.

PROGRAMME: Develop the programme of ticketed and participation events at the Princess Theatre and Arts Centre. This includes theatre, film, music, dance, comedy, family and outdoor events, learning and participation activities as well as visual arts for the Pizey Gallery.

Key Responsibilities:

Strategy and Expansion

- Develop and maintain the marketing strategy for the next 12 months
- Expand our database, reach and engagement
- Alongside the BDO build and develop the Artistic programme
- Create and develop a Youth Advisory Group

Marketing and communication

- Ensure all tasks are completed for each separate event using in-house marketing schedule, this includes press releases and social media campaigns with high levels of accuracy and detail
- Recruiting and managing volunteers in order to develop our distribution process to reach further and wider
- Ensure all marketing assets are well-stocked, up to date and presented optimally in The Princess and external outlets
- Management of website, CRM and Email Outs (Mailchimp)
- Content manage digital and print assets and accurately file electronically
- Supporting the Business Development Officer to expand and improve membership schemes
- Nurture and expand relationship with press
- Manage the production of the brochure, liaising with the designer
- Coordinate and provide listings to relevant publications and websites



- Create campaigns to raise the profile of The Princess and develop its audience
- Collate and archive print, and media articles, chronologically
- Manage the distribution of publicity materials, keeping track of promotional leaflets, posters and brochures at local distribution outlets
- Contact incoming companies/artists to ensure all required marketing assets are received punctually
- Monitor social media accounts for posts, alerting the BDO to any adverse comments so they can be handled quickly and professionally
- Schedule regular and relevant posts, ensuring a high level of accuracy

Event Communication

- Liaise with companies/artists and workshop leaders to ensure their needs are met & expectations clear
- Ensure that The Princess is represented professionally when communicating via email, telephone and when undertaking front of house responsibilities
- Communicate with The Princess Box Office volunteers re marketing tasks where needed

Programming

- To keep abreast of new programming opportunities and developments, and be aware of current theatre trends and news
- Respond to programme enquiries and manage unsolicited submissions
- Working closely with the BDO ensure programming and curation work strand of the business plan is delivered (this includes review of current programming)
- Management of the administration of bookings: negotiation, ticket price setting, contracting and passing through relevant marketing and technical details
- Management of events and activities diary - ensuring all details are filled in to ensure good communication to relevant staff/volunteers
- Build on and create programming partners to maximise opportunities and cost cutting touring networks
- To work within the given programming budget and to work within a yearly target
- To attend relevant networking events
- Line management of Visual Arts Coordinator for Pizey Gallery and community café gallery

Customer Relationships and Data Management

- Maintain customer records on The Princess's Box Office System, identifying and creating groups for targeted campaigns, in-line with GDPR legislation, as directed by BDO
- Help coordinate responses from surveys to capture data and feedback
- Coordinate PR events i.e. pre-show receptions, private views, press and business events

Finance

- Follow all financial procedures and keep track of authorised expenditure ensuring the correct paperwork is filled out and receipts given to the Finance Officer

Other

- Be an ambassador and advocate for The Princess and its work



THE PRINCESS

Theatre & Arts Centre

- Help deliver the highest customer service experience for visitors
- Assist at the Box Office and Front of House in the event of volunteer shortages
- To work in accordance with current legislation and The Princess's policies and procedures
- Minimise the impact on the environment through sustainable working practices
- To demonstrate a commitment to the Princess Theatre and Arts Centre core values
- To create a friendly and welcoming atmosphere for audiences
- To undertake any other duties which may reasonably be requested including daily duty management
- All staff members are expected to take one duty manager evening shift a month on a voluntary basis

This role is initially an 18 month contract with the view to extension, it is full time at 37 hours per week with a Grade 12 SCP 17 salary £24920 per annum. The team at The Princess Theatre is small and the post-holder will be encouraged to get involved in multiple areas of the operation. This is an office-based role.

Please complete the application forms A, B, the diversity monitoring form and return to admin@theprincesstheatre.co.uk with the subject line **PRINCESS THEATRE P&MO** no later than **midday on Wednesday 31st August 2022**. Interviews will be scheduled for **wb 5th September**.