

# Marketing Officer



Job Description  
Person Specification

February 2018

**G Live** is one 12 venues within HQ Theatres & Hospitality's (HQT&H) current portfolio of regional theatres and concert halls. HQT&H currently manages 18 auditoria on behalf of local authorities, with capacities ranging from a 200 seat arts centre to a 2,400 seated/standing theatre. Last year HQT&H programmed a total of 2,354 shows which attracted attendances of over 1.5 million.

HQ Theatres & Hospitality (HQT&H), the UK's second-largest venue operator, is a division of Qdos Entertainment Ltd, one of the largest entertainment Groups in Europe.

Located in the heart of the prosperous Guildford town centre, G Live is a remarkably flexible venue capable of accommodating the varied needs of professional touring shows and local community organisations, as well as being a vital linchpin within Guildford's business and leisure tourism offer. The Main Hall is a highly flexible space with a seated capacity of 1,031 rising to 1,700 in standing format. It has class-leading acoustics, excellent technical facilities and is highly accessible. The venue includes the Bellerby Studio and the Glass Room (both 100 capacity) and a range of meeting and function rooms.

**Employment type:** Full Time

**Salary:** £22,000 - £24,000 per annum, dependent on experience

**Hours:** 40 hours per week, with some flexibility of working times, in line with requirements of the job. This may include evenings, weekends and bank holidays.

**Work location:** You will be based at G Live, London Road, Guildford and may be required to travel to and work at other HQT&H venues. Approved travel expenses will be reimbursed.

**Purpose of the role:** The Marketing Officer directly supports the Marketing & Sales Manager in the achievement of business objectives and targets. The post is responsible for the creation, management and implementation of multi-channel marketing campaigns for shows, hospitality-led events and other corporate initiatives such as the Friends of G Live.

Creative digital marketing is central to the vibrant marketing strategy of G Live, and the Marketing Officer is responsible for the content management of the website, e-marketing campaigns and overseeing our social media activity.

**Our ideal candidate:** Will be a confident, strategic thinker and team player, ideally with excellent venue marketing experience, agency or client management abilities, exemplary negotiation skills, and a great eye for detail.

**For an informal discussion contact:** Sally Anne Lowe, Marketing & Sales Manager  
01483 739045 [salowe@glive.co.uk](mailto:salowe@glive.co.uk)

**Closing date:** 12 noon, Monday 12 March 2018

**How to apply:** Complete the HQ Application Form available at [glive.co.uk](http://glive.co.uk) and submit with a covering letter to [salowe@glive.co.uk](mailto:salowe@glive.co.uk) Tell us why you think you are suited to this role, why it interests you and how we'll benefit from having you on board! Enclose a CV too if you wish, but please complete the form.

**REPORTING**

You will report to the Marketing & Sales Manager.

**KEY ACCOUNTABILITIES**

Key Accountabilities of the Post are to:

- With other marketing colleagues, contribute as required by the Marketing & Sales Manager to the achievement of G Live's marketing targets and objectives, with particular reference to the achievement of targets for sales via marketing campaigns
- Create and manage highly effective marketing campaigns for shows and hospitality-led events, in partnership with promoters, community groups and internal teams, to achieve agreed financial targets and marketing objectives
- Develop marketing campaigns and materials for G Live's in house produced hospitality events and activities, working closely with the Hospitality team to help them grow the impact and profit of their part of the business
- Plan and schedule the sales process for each new show or event, in collaboration with the Ticketing Manager and overseeing its implementation
- Oversee the day to day activities of the Marketing Assistant and Publicity assistant
- Contribute to departmental budget management
- manage and develop G Live website content of the, ensuring accuracy of information and maximisation of on-line sales (tickets, services and hospitality) at all times
- Develop and implement the venue communications strategy, to include website,
- Undertake e-shots and social networking activity to assist with achieving business objectives.
- Liaise with external agencies, for the production of the season brochure and additional print collateral to support shows and hospitality events.
- In liaison with the Creative Learning Manager, develop marketing campaigns in respect of community and education activity in order to maximise attendance at events, workshops and classes.
- Monitor and report on campaign effectiveness and audience trends via data analysis from the ticketing system (Audience View) and data software, including Google Analytics and Facebook Insights.
- Contribute as appropriate to the achievement of customer service targets and standards as set in the Business Plan
- Administer direct mail and other marketing campaign channels
- Copy write and proof read as required and to a high standard
- Liaise with the Ticketing Manager and ticketing team to ensure their appropriate participation in relevant marketing initiatives and campaigns
- From time to time, as directed by the Marketing & Sales Manager, undertake other related marketing department duties and responsibilities as required

- Have the ability and willingness to work not only during the weekday daytimes, but also, as required, at weekends, and on Bank Holidays
- Deputise for the Marketing & Sales Manager as required

**OTHER DUTIES AND RESPONSIBILITIES**

The post holder will:

- Ensure all duties are carried out in accordance with departmental and company Health & Safety procedures.
- Dress in accordance with Company uniform policy and wear protective clothing as issued, if applicable.
- Attend meetings as required.
- Undertake any relevant training and development that may be required and keep abreast of developments in his/her field of expertise.
- Carry out any other duties as required from time to time, taking into consideration the grade of the post and the capabilities of the post holder.

This Job Description is not an exhaustive description of your duties. You will be required to adopt a flexible approach to your role and responsibilities. In particular, from time to time, you may be required to undertake such alternative or additional duties as may be commensurate with your skills, experience and capabilities.

**PERSON SPECIFICATION**

In order to be considered for this post you will need to evidence and demonstrate:

**ESSENTIAL**

- Experience of marketing in a live entertainment environment
- Proven ability to build strong relationships with promoters, other partners and internal teams
- Demonstrable project planning and budgeting skills, and evidence of high-level organisational ability
- Significant experience of working with Web content management systems
- Familiarity with methods of developing audiences for performances and events
- The drive to exceed targets and work to deadlines
- A commitment to delivering excellent customer service
- The ability to perform well as part of a team and take on a lead role in projects as required
- High level of literacy, computer literacy, and numeracy appropriate to the requirements of the Post
- High level communication skills and an excellent manner when dealing with the public, stakeholders and industry colleagues
- Excellent creative writing and proof reading skills
- An ability to be flexible to business needs and work calmly and effectively under pressure
- A pro-active and positive approach to solving problems in a prompt and independent manner
- Excellent attention to detail
- Educated to degree level

**DESIRABLE**

- Experience of Microsoft Publisher and Adobe Photoshop
- Experience of working with a Box Office ticketing system
- Knowledge of print production process
- Social media skills, including use of analytics

**PERSONAL**

- Good sense of humour
- A passion for live theatre and entertainment
- Ambition and drive with the ability to learn quickly

- A flexible attitude and willing to work to meet programming requirements, including evenings, weekends and banks holidays as required.
- A willingness to undertake developmental opportunities