Thank you for your interest in the role of **Marketing Officer** at the Unicorn Theatre.

**The Unicorn**

The Unicorn is the UK’s leading professional theatre for young audiences, dedicated to inspiring and invigorating young people of all ages, perspectives and abilities, and empowering them to explore the world – on their own terms – through theatre.

Year-round, the Unicorn works with some of the world’s most exciting theatre-makers to produce, present and tour a surprising, innovative and broad range of work that is honest, refreshing and international in outlook.

At the Unicorn, we believe in:
- bringing art to young people and young people to art
- pushing the boundaries of what theatre for young audiences can be
- opening our doors to everyone
- speaking to the audience of today, not just creating the audience of the future
- diversity. Because the world is diverse.

At the Unicorn, we strive to push the boundaries of imagination in everything that we do; welcoming families, schools, and young people for unforgettable theatrical experiences that will expand horizons, change perspectives, and challenge how we all see and understand each other.

The Unicorn is committed to being an equal opportunities employer, and welcomes applications from all sections of the community.

**The Post**

The Marketing Officer is part of the Marketing and Communications Department. The team is led by the Director of Marketing and Communications who oversees the Marketing Officer as well as:
- A second Marketing Officer
- A Schools’ Relationship Manager
- Front of House Manager / Events Producer
- Box Office Manager
- Freelance Press Manager (who works offsite)
- Community Arts and Admin Apprentice (managed by both Marketing Officers)

The Marketing Officer will work closely with the other Marketing Officer and Schools’ Relationship Manager to create and deliver campaigns. The department works across the organisation to promote the Unicorn brand, build audiences, and ensure access to great theatre.

The Unicorn is a producing theatre, and in the financial year ending 31 March 2014 put on 27 productions (13 Unicorn productions of which 6 were co-productions, and 14 visiting company productions), and toured 3 productions, selling around 65,000 tickets.

There are shows for children and young people from 18 months – 21 years old and an occasional strand of work aimed at an adult audience that explores the experience of young people. We aim to have a show for each age group every season, and maintain a strong commitment to representing diversity in our audiences as well as on our stages.
JOB DESCRIPTION: Marketing Officer

Responsible to: Director of Marketing and Communications
Responsible for: Community Arts Admin Apprentice (with the other Marketing Officer)

Purpose of the job

This post is focused on running creative and effective show campaigns for in-house and visiting productions with the aim of hitting ambitious sales targets and supporting audience diversity and access objectives. The Marketing Officers also work together to successfully manage customer relationships using effective data segmentation and customer analysis techniques, support external communications and press requests and deliver digital content and strategies.

We are looking for a highly motivated individual who will thrive on the challenge of marketing new and highly original work to young audiences, has a can-do and positive attitude and would like the opportunity to shape campaigns and audience and communications initiatives that will help the Unicorn to continue to grow. The successful candidate will have energy, enthusiasm and creativity, and a commitment to bringing high quality theatre to the widest audiences.

Key responsibilities

- Develop and implement creative and effective online and offline marketing campaigns for in-house and visiting productions in order to hit sales targets and audience development initiatives across all marketing channels.
- Manage campaign and season launch budgets.
- Implement, manage and monitor effective customer segmentation processes to improve loyalty and retention.
- Support and implement creative audience development initiatives around access, community groups and school visits.
- Liaise with the freelance Press Manager to ensure that press requests are dealt with, press nights run smoothly, and proactively seek local press and external communications opportunities.
- Work closely with the Development Department and senior staff to build and manage the Ambassador and celebrity strategy and promote membership schemes.
- Implement the Unicorn’s digital strategy and content, responsibilities include: employing freelance photographers and filmmakers, shooting and editing video content in-house, delivering social media content and initiatives, and running creative digital campaigns.
- Assist in the creation of the season brochures with the Director of Marketing and Communications which includes: managing photo shoots, copywriting and proofing.
- Manage the Community Arts Admin Apprentice (with the other Marketing Officer).
- Manage the Parent Ambassador scheme and develop initiatives to further improve its effectiveness and success.
- Liaise with external stakeholders such as designers, filmmakers, the Unicorn’s ad agency and local and national businesses and organisations.

Person specification:

Essential

- At least 2 years’ experience working in marketing.
- Experience managing creative campaigns online and offline.
- Experience or understanding of CRM and data analysis.
• Experience or an understanding of press and PR.
• Experience or an understanding of social media and digital marketing techniques.
• Approachable with ability to build good relationships with creative and industry colleagues.
• Highly organised, with exceptional attention to detail. Proactive and self-motivated with ability to manage own workload.
• Enjoys working in a fast-paced environment and to tight deadlines.
• Team player with a positive and flexible approach.
• Good communicator in writing, on the phone and in person.
• Confident using Microsoft Office software and customer databases.
• An understanding of and commitment to equality of access and opportunities.
• A strong interest in theatre or the arts.

Desirable
• Basic ability using Adobe Creative Suite to edit images, videos and layout documents.
• Experience of arts marketing.
• Experience marketing new work and in-house productions.

Terms and conditions

Salary: £25,500 per annum (a company pension scheme in line with new pension regulations is available after the three month probation period.)

Hours of Work: 40 hours a week. The usual hours are 10am – 6pm Monday to Friday but you will need to work flexibly and be available for occasional evenings and weekends as required by the job. This post is subject to a 3 month probationary period.

Holiday: 25 days plus statutory holidays with one additional day accruing in each of the first five full years of employment.

Closing date for applications: Monday 27 October 12pm.

Interview Dates: First interviews will be held on Monday 3 November 2014, second interviews on Friday 7 November 2014.

Application procedure

To apply please complete the application form and Equal Opportunities monitoring form and return to stagedoor@unicorntheatre.com, or by post to: Stage Door, Unicorn Theatre, 147 Tooley Street, London, SE1 2HZ.

Please note that only applications made in this way can be accepted; CVs will not be considered.

We will acknowledge receipt of your application within 3 working days, if you don’t hear from us within that time, please contact Stage Door by email or by calling 020 7645 0500.

Thank you for your interest in the Unicorn Theatre.

www.unicorntheatre.com