

## Marketing Manager Job Description

### Role Summary

We're looking for a skilled and confident Marketing Manager to lead on the planning and delivery of marketing and digital campaigns at the Unicorn.

You will put together creative and effective campaigns that attract family and school audiences. This role manages the Unicorn's digital content, campaign marketing and CRM strategies, and supports press and PR coverage. The Unicorn works in a detailed way with schools and community groups, who work with us on bespoke engagement projects as well as making up a large part of our audience – the Marketing Manager plays a key role in growing these groups and creatively communicating our work, mission and values.

In this role, you will join a talented and ambitious department in an acclaimed producing theatre. With the primary focus on digital marketing, you will build on existing skills analysing audience data, planning targeted and enticing digital campaigns, line managing staff, and managing budgets.

**Responsible to:** Director of Marketing & Communications

**Responsible for:** Schools' Officer, Marketing Assistant, occasional casual staff or placements

**Working closely with:** Box Office and FOH Managers, Development and Engagement departments, and freelance Press Manager

### Key responsibilities

#### Marketing

- Develop and implement creative and effective marketing campaigns and budgets for shows in order to hit audience numbers and income targets, and audience development initiatives. This includes brand new in-house productions, co-productions and visiting shows both at the venue and on tour, online productions and programmes, and any in-house events and workshops.
- Work closely with Director of Marketing & Communications to devise and create show and event images for use on and offline.
- Work closely with Director of Marketing & Communications to develop strategies that deliver on sales, audience retention and audience diversity targets and grow the Unicorn's profile.
- Lead on the relationship with digital advertising, social and design agencies to build successful strategies for campaign spend, ensuring that results are regularly reported, interrogated and acted on.
- With support from the Director of Marketing and Communications, manage and oversee the Schools' Officer's work to reach audience and sales targets, build audience retention and work with engagement strategies.
- Organise press listings and ensure that all press activity is reported on and communicated to senior staff. Manage Press Nights, including collating of invite lists, and managing the press desk with the freelance Press Manager.
- Work with the Development department to lead effective campaigns for key fundraising and donation initiatives.
- Build and maintain a network of contacts across the industry, attending events / working groups where necessary.
- Keep up to date with industry developments and identify opportunities to strengthen the Unicorn brand.

### **Audience development, analysis and CRM**

- With support from the Director of Marketing & Communications develop and run a CRM programme to improve loyalty and retention in line with the business plan.
- With the Director of Marketing & Communications, develop and deliver a strategy to increase audiences for accessible performances, leading the campaign activity and working closely with other departments to deliver these goals.

### **Digital**

- Drive the delivery of the Unicorn's digital strategy, identifying new opportunities for improving sales and engagement through creative innovation, managing the work of the Marketing Assistant and through setting targets that are regularly reported on.
- Manage creative digital content for the organisation, including, hiring and managing freelance filmmakers, designers and photographers and supporting the Marketing Assistant's digital output, particularly in relation to social media.
- Manage content across the Unicorn's website, supporting the Marketing Assistant in liaising with other departments to keep information up to date, and ensure all content speaks to our organisational values and mission.

*This list of responsibilities is not exhaustive and you may be required to perform duties outside of this as operationally required and at the discretion of your line manager.*

### **Person Specification**

#### **Essential**

- Experience planning and delivering creative and engaging marketing campaigns
- Excellent written and verbal communication including strong copywriting and proofreading skills
- Understanding of digital and sales data analysis and use of this to guide marketing decisions
- Demonstrable ability to prioritise under pressure and balance several active campaigns
- Strong IT skills, including design tools (Adobe suite, Canva etc)
- Understanding of brand identity, tone, and audience
- An enthusiasm for the Unicorn's mission and values
- The ability to work as part of a team as well as independently

#### **Desirable**

- Experience using Spektrix, the Unicorn's ticketing system
- Experience of managing and maintaining budgets
- Experience and an understanding of CRM systems
- Experience of managing a team

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## **About the Unicorn**

*We create new, inventive and enthralling performances for every stage of childhood. We believe in the imaginative power of theatre to transform young lives.*

We are the largest children's theatre in the UK, specialising in developing new devised and written shows alongside adaptations of classic texts, offering an innovative and inspiring year-round programme of sector-leading theatre for children aged 0 – 13 years old.

Our purpose-built home at London Bridge (opened in 2005) is a creative and welcoming space designed with and for young people. Our building comprises two theatre spaces (Weston Theatre at around 290-seat capacity and Clore Theatre at around 90-seat capacity) plus two rehearsal spaces, along with backstage set, prop and costume facilities. We produce and present a thrilling and varied programme, exploring stories, ideas and themes that enrich and broaden children's view of the world. We welcome 65,000 families and schools every year, subsidising around 30% of tickets to schools and community groups.

The Unicorn has incoming annual resources of around £2.5 - £3 million. We aim for approx. 20% of income to come via our Box Office – with almost all tickets being sold to children at concessionary rates – and to raise a similar amount from fundraising.

### **Mission, Vision and Values**

The Unicorn is the UK's leading theatre for young audiences. We believe that all children deserve to have access to the arts, regardless of their circumstances and our mission is to transform young lives through theatre by:

- Creating innovative and outstanding theatre for children up to 13 years.
- Supporting artists to make work with ambition, integrity and hope.
- Encouraging children to question and explore the world through stories; developing empathy, understanding and imagination.
- Collaborating with children in schools and communities to inform our practice, and inspiring children to fulfil their potential through creative projects with inventive theatre-makers.
- Extending our reach through online theatre experiences, national and international partnerships and subsidised tickets.
- Recognising that climate action is vital to protecting children's futures, and actively reducing our environmental impact on the planet.
- Believing in equality, diversity and inclusion; we take action to advocate for, and promote the rights of children.

Our values are curiosity, courage and respect.

### **Structure of the Unicorn**

The Unicorn was founded in 1947 by Caryl Jenner, who took theatre around the country to children. Jenner's original aim was that: 'the best of theatre for children should be judged on the same high standards of writing, directing, acting and design as the best of adult theatre', a value which still holds very much true today. The Unicorn has become a vital institution, not only in children's theatre in the UK, but across Europe, and within the ecology of British theatre as a whole.

The Unicorn has recently undergone a period of extensive change, propelled by the current Covid-19 pandemic. Under a newly formed Executive team of Justin Audibert (Artistic Director) and Bailey

Lock\* (Executive Director) since March 2020, and with the appointment of a new Chair of the Board of Trustees in March 2021, the Unicorn is emerging as a company with a renewed artistic focus and a vision to transform the lives of young people through theatre.

As part of this period of change we have undergone an organisation-wide process to review and refresh our vision and mission. Key areas of focus and change are: growing our community and schools programme and its impact; introducing a co-creational model that ensures our work remains relevant and wide ranging; re-focusing on a younger age range (children aged up to 13) to increase our impact; prioritising our engagement work across Southwark and neighbouring boroughs; broadening and increasing our reach through digital projects; and renewing our commitment, training and policies around anti-racism, equality, diversity and inclusion, and furthering our achievements in sustainability.

\*Helen Tovey is undertaking the role of Executive Director until May 2022, and will then continue alongside Bailey Lock in a 12 month, part-time Co-Executive job share.

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## How to Apply

To apply for this post, please fill in the Application Form, which includes an Equal Opportunities monitoring form, and email it to [jobs@unicorntheatre.com](mailto:jobs@unicorntheatre.com).

**Salary:** £30,000 per annum

**Contract:** Permanent, full-time (40 hours per week). We will consider applications for flexible working.

3 month probationary period. Annual leave allowance is 25 days, plus 8 statutory Bank Holidays. Unicorn staff are auto-enrolled into the NEST pension scheme.

**Closing date for applications:** Midday, Monday 6 June 2022

**First interviews:** Thursday 9 June 2022 (via Zoom or in person as preferred)

A second interview may take place the following week, and we'd hope to meet in person at the Unicorn then.

If you need this information in an alternative format, please contact [jobs@unicorntheatre.com](mailto:jobs@unicorntheatre.com) in the first instance.

We are committed to being an equal opportunities employer and actively encourage people from a wide variety of backgrounds, experience and skills to join us and influence and develop our working practice. We particularly encourage applications from Black candidates, and candidates from diverse ethnic backgrounds, and those who self-identify as disabled.

All candidates who identify as disabled and demonstrate that they meet the essential criteria will be invited for an interview, in line with the Equalities Act 2010.

The Unicorn Theatre is supported using public funding by Arts Council England.



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