

# Recruit

**Job Title:** Marketing Officer

**Reporting to:** Head of Marketing and Press

**Salary:** £22,004 annually

**Duration:** Full Time | Permanent

**Hours:** Minimum of 39 hours a week including some evenings and weekends as required

**Holiday entitlement:** 20 days + Bank Holidays

**Period of notice:** 2 months

## Timeline:

Application deadline: 10am Tuesday 7 December 2021

First round interview via QTH Zoom: Monday 13 December 2021

Second round interview, in-person at QTH: Monday 20 December 2021

Start date: Monday 10 January 2022 (or ASAP after)

Fill in our application form at [www.queens-theatre.co.uk/qrecruit](http://www.queens-theatre.co.uk/qrecruit)

For assistance please email [recruitment@queens-theatre.co.uk](mailto:recruitment@queens-theatre.co.uk)

Applications by CV will not be considered



## **Purpose of the Role**

- To support the Head of Marketing and Press in implementing the marketing and press strategy for Queen's Theatre Hornchurch.
- To actively assist in developing new audiences and maintaining customers loyalty.
- To keep the website up to date and to assist in creating content for social media.
- To assist with developing press relations and raising the profile both locally and nationally for Queen's Theatre Hornchurch and all its work.

## **Social Media**

- To come up with ideas and design images for promoting the Theatre.
- To write and schedule social media posts as required.

## **Sales Emails**

- To create sales emails in line with the marketing plan.
- To keep our email lists up-to-date.

## **Direct Mail Campaigns**

- To assist in writing and sending customer mailings.

## **Website**

- To ensure the Queen's Theatre website is always up to date and all shows are on sale

## **Press & Public Relations**

- To write and send press releases for shows and other activities when required.
- To file and save all reviews including putting all good comments into a document for sharing.
- To maintain and develop excellent relationships with local and national press.
- To organise interviews and deal with press enquiries.

## **Access**

- To build and maintain relationships with outside groups and organisations who can help the Theatre with promoting accessible performances.
- To help with relaxed and dementia friendly performances.

## **Promotional Material**

- To keep leaflet and poster displays up-to-date and tidy.
- To ensure that the digital screens are always up-to-date and to create images for the screens.
- To ensure that we have the necessary flyers and posters from our presented work and that this is stored and maintained well.
- To assist in creating and printing the Theatre's promotional material

## **Other**

- To assist with and attend all marketing and press events.
- To learn and follow the Theatre's brand guidelines.
- To follow the Marketing budget set by the Head of Marketing & Press and the accounting procedures of the Theatre.
- To carry out any other duties, as may reasonably be required by the Head of Marketing & Press, the Executive Director and the Artistic Director.