



JOB DESCRIPTION

ROLE:	Marketing Officer
RESPONSIBLE TO:	Executive Director
LINE MANAGING:	Marketing Assistant
RENUMERATION:	4 days per week £18-20k pro rata
WORKING WEEK:	Monday to Thursday
HOLIDAY:	13.2 days (plus statutory bank holidays)
PROBATIONARY PERIOD:	6 months
NOTICE PERIOD:	2 calendar months

About The Questors

The Questors is Ealing's Theatre. We have two auditoriums – The Judi Dench Playhouse and The Studio – plus a bar, café, three rehearsal rooms, a set-building workshop, and wardrobe and props departments.

We're one of the largest community theatres in Europe, with a membership of around 1,200 people, of whom around 500 are actively involved in our productions. We produce and perform 18 plays per year, host a range of visiting theatre companies, and deliver a variety of one-off and special events.

Our Adult Training offers everything from short four-week courses to university level one-year acting course for people intending to pursue an acting career. We also have a thriving youth theatre attended by 500 children and young people every week.

About the marketing team

We want The Questors Theatre to continue to be a thriving venue where people in Ealing can watch, learn about and participate in theatre. As a marketing team our aim is to increase the engagement of the local community in the activities of the theatre.

The marketing team is made up of two part-time staff – Marketing Officer and Marketing Assistant – plus a team of volunteers who work on photography, videography, illustration, social media, show marketing and box office.

Marketing Officer Role Purpose

- To lead in the delivery of marketing plans and activities, which increase ticket sales and develop our membership
- To produce creative written content that will engage people with our shows, membership, youth theatre and adult training courses
- To produce print material such as posters, season guides and leaflets
- To manage paid and volunteer marketing team

Role responsibilities

- Manage the marketing budget
- Lead on PR and advertising opportunities
- Manage the Marketing Assistant
- Support and develop our photography and videography volunteers
- Design: to lead on all print design, from our three season guides per year, to posters and leaflets
- Website editor: support the Marketing Assistant, with the adding, editing and coordination of all website content
- Copywriting: support the Marketing Assistant, with writing synopses, loglines, marketing copy and PR for shows, for use in print and digital marketing
- Lead on the creation of marketing plans for shows, membership development, youth theatre and adult courses
- Manage our database of contacts and lead on best practice for data controls
- Manage all marketing support for visiting companies (website, social media and print displays)
- Liaise with the Box Office team to set up off- and online ticket sales for shows
- Undertake specific marketing projects
- Manage the distribution of printed marketing materials to members and around Ealing
- Undertake relevant marketing administrative tasks
- Support the work of the general office

PERSON SPECIFICATION

Essential

1. Experience of print design, with a working knowledge of Photoshop and InDesign
2. Experience of managing a budget
3. Experience of copywriting (e.g. for marketing, PR, comms, news or digital)
4. Excellent organisational skills
5. The ability to deal confidently and positively with people of all levels both face-to-face, on email and over the phone
6. An understanding of marketing and audience engagement
7. An ability to think creatively and contribute ideas
8. A demonstrable interest in marketing or communications (e.g. a related qualification, previous employment or voluntary experience, etc.)
9. An interest in theatre
10. An ability to engage, motivate and involve others
11. A good knowledge of Word, Excel and Outlook

Desirable

1. Experience of working with volunteers and members
2. Experience of using a website content management system
3. Experience of managing a small team