

Job Description - Marketing Officer

(Full-Time 2-Year Fixed Term)

Responsible to:	Marketing & Communications Manager
Responsible for:	n/a
Working with:	Marketing & Communications Manager, Sales and Ticketing Manager, Production Associate and Programming Associate.
Locations:	Southwark Playhouse Borough, 77-85 Newington Causeway, London SE1 6BD Southwark Playhouse Elephant, 1 Dante Place, London SE11 4RX
Contract Type:	2-years fixed-term.
Hours:	40 hours per week, although additional hours may be necessary to fulfil the post's requirements.
Salary:	£26,000 per annum paid monthly on the 28th of each month
Annual Leave:	30 days in the first year, pro rata, including bank holidays, increasing with length of service thereafter.
Probationary Period:	6 months
Notice Period:	2 weeks during probationary period and then 2 months thereafter.

Job Context

Southwark Playhouse has been creating and presenting theatre for over 30 years, having recently celebrated its 30th birthday in November 2023. It has championed and showcased work by a diverse array of new and emerging artists and companies. It prides itself on being firmly rooted in its community as a creative hub and home for local people.

The organisation has two buildings, and three theatre spaces, based at Elephant and Castle in London SE1. We have a high turnover of shows hosting and presenting up to 35 productions, along with several one-off events, throughout the year. We produce approximately 2-3 shows a year in-house.

Job Purpose

The Marketing Officer position is a role that has expanded at Southwark Playhouse, from a part-time role into a full-time position. You will work closely with our Marketing and Communications Manager on all areas of our marketing output but with a specific focus on managing and coordinating our social media channels, email marketing and updating/maintaining our website. There will also be a strong focus on supporting the Marketing and Communications Manager to develop better internal marketing processes within the Marketing department's small two-person team. This will, in turn, help to achieve the organisations overall Marketing and Communications strategy.

You'll be liaising with a wide array of producers and artists working across our theatre programmes, and at times, supporting on our Participation programmes and Programming Development schemes. We are looking for someone with a strong drive for theatre, who is enthusiastic and creative, who keeps up to date with current digital marketing trends and is confident in devising and creating content and copy across several platforms.

As well as working closely with the Marketing and Communications Manager you'll also work closely with other members of our team including our Sales and Ticketing Manager, Production Associate, Programming Associate, Head of Participation, Front of House Team, and General Manager.

Duties & Responsibilities

Main

- Supporting the Marketing and Communications Manager to effectively coordinate and/or deliver event/show marketing materials according to the in-house style guidelines.
- Providing support on visiting and in-house productions marketing campaigns.
- Managing and developing the website content to make sure information is up to date and the customer experience is maintained.
- E-newsletter creation, management, and distribution through Dot Digital and Spektrix, managing and reporting on a range of different mailing lists. Leading on the management of monthly e-newsletters sent to all subscribers.
- Overseeing the day-to-day running of all of Southwark Playhouse's social media channels (X, Facebook, Instagram, TikTok, LinkedIn, YouTube).
- Constantly looking for content opportunities across all our shows and events.
- Supporting the Marketing and Communications Manager to test, build and monitor paid advertisements and align content strategies.
- Working with freelance photographers and videographers to create content in line with Meta's best practices.
- Working with the team to create social media content for our various channels including filming or photographing, editing, writing captions and ALT text.
- Working with the Southwark Playhouse team and visiting companies to identify, collect, and create this content while maintaining the tone of voice and brand of each event.
- Scheduling this content and reporting on its effectiveness.
- Monitoring all social channels, responding to enquiries and managing up to four busy social followings at a time.
- Assisting with press and PR activity including on site filming.
- Managing posters in the venue - printing and upkeep
- Providing support on additional projects as required.
- Managing the physical and digital theatre archives, to help maintain records of past productions across both venues.

In addition, to undertake any other duty or responsibility that may reasonably be allocated by the Chief Executive or the Board. It is a requirement of the charity that all staff work in a flexible manner compatible with their jobs and in line with the objectives the charity must fulfil. Please note that the job description for this position may be reviewed and amended to incorporate the future needs of the department and the organisation.

Person Specification

- A minimum of one to two years' experience looking after social media channels (agency or client side) preferably in a fast-paced environment. Alternatively, a transferrable role within the arts and entertainment sector will also be considered.
- Knowledge of strong, engaging social media content.
- Demonstrated excellence in writing and editing skills.
- Excellent time management skills.
- Excellent proofing and copywriting skills.
- We need someone who can take initiative and jump straight in where needed.
- The capacity to work independently as well as collaboratively.
- Ability to work efficiently in an often fast-paced environment.
- Excellent prioritisation skills under pressure.
- General knowledge of Adobe's Creative Suite (Photoshop/Illustrator/In Design), Blackmagic Resolve, Canva, Email Software (e.g. Dotdigital, Mailchimp) and Spektrix is desirable.
- Experience working in theatre/the arts is preferable but not essential.

Benefits

- Complimentary staff tickets for shows, subject to availability and policy
- 30% Discount at Southwark Playhouse Bars and Cafés
- Interest-free season ticket loan
- Cycle to Work Scheme
- Pension scheme with Smart Pension
- 30 days' annual leave (including bank holidays), increasing with length of service

We want our workforce to be representative of all sections of society and welcome applications from everyone.