

Marketing Officer



Job Description
Person Specification

January 2022

ORGANISATIONAL OVERVIEW

G Live is part of HQ Theatres & Hospitality's (HQT&H) portfolio of eleven regional theatres and live entertainment venues and is part of the Trafalgar Entertainment family.

Currently managing 11 sites on behalf of local authorities across the UK; from live music venues and concert halls to large auditoria presenting top West End productions, high profile live music and comedy, ballet, opera and family theatre, HQT&H are recognised for providing industry-leading hospitality and first-class customer experiences.

Located in the heart of Guildford town centre, in the Surrey Hills, G Live is one of Surrey's premier live entertainment, conferencing and hospitality spaces, hosting the very best artists and performers from across the globe and operating as a vital part of the region's business and tourism offer.

Its Main Hall is a highly flexible space with sophisticated acoustic installation and unparalleled views, seating up to 1031 people (theatre style) and 1700 (standing). Its ability to be transformed for banqueting and non-traditional seating formats make it the ideal location for the highest profile touring artists, corporate and community hirers alike. The full-time main hall programme is complemented by two 100-capacity spaces, The Bellerby Studio and the Glass Room.

Celebrating its tenth year in the heart of Guildford in 2021/22, G Live has provided a vital service to the local community during the coronavirus pandemic, operating as a mass vaccination centre for the NHS. As the Arts industry continues to re-emerge following the pandemic, we are seeking skilled, experienced and passionate individuals to join our outstanding team as we enter an exciting new phase.

JOB DESCRIPTION

- Job Title:** Marketing Officer
- Employment type:** Full Time
- Salary:** £21,000 per annum
- Hours:** 40 hours per week. This may include occasional evenings, weekends and bank holidays.
- Work location:** You will be based at G Live, London Road, Guildford.
- Purpose of the role:** You will play an important role within G Live's Marketing and Sales team, contributing to the development and delivery of marketing plans for the venue's live entertainment programme. Working with the Assistant Marketing Manager, in liaison with tour promoters, you will work across the full marketing mix, with a particular focus on digital marketing, social media channel management, press and public relations.
- Our ideal candidate:** Our ideal candidate will be passionate about the Arts and live entertainment industry, have existing experience of marketing in theatre, music or leisure organisations and be a real self-starter who is keen to develop a career in Arts Marketing.
- For an informal discussion contact:** Ian Wilmot, Marketing & Sales Manager
01483 739 045 iwilmot@glive.co.uk
- Closing date:** Sunday 6 February 2022, 11.59pm
- How to apply:** Please complete the HQ Application Form available at GLive.co.uk and submit with a covering letter to applications@glive.co.uk
- Make sure you tell us why you would be suited to this role, and we would benefit from you being part of our vibrant team.

REPORTING

You will report to the Marketing and Sales Manager.

KEY ACCOUNTABILITIES

Key activities will be defined by the Marketing and Sales Manager and Assistant Marketing Manager but will include the implementation of tactical marketing and sales activities for the diverse programme of shows, products and services at G Live, Guildford. You will:

- Contribute to the development and delivery of marketing campaign plans for G Live's live entertainment programme, hospitality ticketed events, creative learning initiatives, food and beverage offer and other associated products, to achieve sales targets and/or organisational objectives.
- Support the Assistant Marketing Manager in liaising with external tour promoters, marketing agencies, media and pr contacts.
- Take responsibility for ensuring G Live's digital channels are up to date, including managing the venue content management system.
- Design and build high impact promotional email campaigns that drive customer engagement and conversion.
- Oversee the development of social media and digital content, replying to customer comments/messages/feedback/reviews or sharing with the relevant departments to respond.
- Plan and buy media and advertising space.
- To develop G Live's relationship with regional journalists, press contacts and print/broadcast media providers, organising interviews, photocalls and pr coverage as required.
- To write (and proof read) relevant creative content for a range of channels and audiences. From web content to press releases, social posts to season listings and more.
- To oversee the development of promotional materials from print design and production to photography, digital display screens, advert design and/or filming projects, either personally or in collaboration with external design and production agencies.
- Support the venue's distribution and external display plans, ensuring maximum visibility for G Live and its products and services through effective placement of brochures, flyers and posters in Guildford and the wider region.
- To conduct marketing administration tasks in support of the wider marketing and sales team

OTHER DUTIES AND RESPONSIBILITIES

The post holder will:

- Ensure all duties are carried out in accordance with departmental and company Health & Safety procedures.
- Dress in accordance with Company uniform policy and wear protective clothing as issued, if applicable.
- Attend meetings as required.
- Undertake any relevant training and development that may be required.
- Carry out any other duties as required from time to time, taking into consideration the grade of the post and the capabilities of the post holder.

PERSON SPECIFICATION

In order to be considered for this post you will need to evidence and demonstrate:

ESSENTIAL

- Prior experience of working within a marketing department.
- Demonstrable experience of contributing to and delivering integrated marketing plans.
- A proven ability to build strong working relationships with a wide range of professional contacts, ideally including tour promoters.
- Good knowledge of marketing and sales strategy, particularly social media, digital marketing and/or press and pr.
- A commitment to delivering exceptional customer service.
- Excellent attention to detail and communications skills (both written and verbal).
- A proactive, positive, professional and well-organised approach to solving problems in a prompt and independent manner.
- A high level of literacy, computer literacy and numeracy with strong experience of using the Microsoft Suite.
- The ability to work as part of a team, calmly, efficiently and effectively under pressure.

DESIRABLE

- Experience of marketing in a theatre, live entertainment or cultural venue.
- Experience of website content management systems.
- Experience of working with Box Office ticketing systems.
- A good working knowledge of Adobe Photoshop, Canva and video editing software.
- Experience of the print production process.
- Educated to degree-level in a relevant subject.
- A passion for live music, comedy, theatre or performance.

PERSONAL

- Good sense of humour
- Ambition and drive with the ability to learn quickly
- A willingness to undertake developmental opportunities