



# Trinity

## Digital Marketing Officer Job Pack 2021

# Who Are You?

Trinity is looking for a passionate and enthusiastic individual to join the Marketing & Development team. This role would be ideally suited to someone who has communications experience and a real passion for social, digital and content-driven storytelling marketing.

Are you ready to help us reach new audiences? Do you love connecting with people and want to help create brand excitement through engagement? Then this is your chance to join a much-loved venue as it moves into its 40th year!



# Job Description

**Job Title:** Digital Marketing Officer

**Responsible To:** Marketing & Communications Director

## Purpose of Role:

As a key member of the Marketing & Development Team, you will take an active part in the delivery of highly engaging, creative and effective marketing and audience development campaigns.

The role is designed to support the Marketing & Communications Director to maximise and develop audience attendance and build core support for Trinity Theatre and its development strategy.

Trinity offers a broad range of events, working with visiting companies, artists who each bring their own marketing teams. In many cases, you will often be the first point of marketing contact in person and on the phone, collating plans and assets ready for internal review. In line with the style and ethos of Trinity's brand values, you will successfully deliver a high level of welcoming and warm customer service, coordinating and co-operating with other departments, as necessary.



# Job Description

## Key Responsibilities:

### 1. Marketing

Liaison with touring shows in order to generate digital content and promote events in line with external and internal marketing plans.

Assist in the copy creation, development and management of Trinity's online marketing campaigns and presence including website, email, and social networks.

Responding to customer feedback and maintaining communications online.

### 2. Using the lead creative & brand strategy:

Assist in the design and production of marketing materials including digital assets, video content, flyers/cards, posters and signage

Assist in the production of seasonal brochures (3 a year) - collating all production information, pricing structures and visuals

Produce Christmas/Summer show programmes.

Produce the advertisement assets for delivery to external parties.

Manage the proofing process both internally and externally.

Ensure that all printed material displayed at Trinity is up to date, well presented and well stocked.

### 3. Box Office Liaison

CRM/Spektrix booking system management (training given), including event building and data entry, and support the box office team and other departments as required.

Collate audience data analysis and in particular the theatre's Spektrix CRM system to evaluate campaigns and activity.

### 4. Audience Research & Development

Working with the Marketing & Communications Director to evaluate membership and engagement utilising both quantitative and qualitative research, including statistical analysis from Spektrix, Dotmailer and google analytics, to inform audience trends and track development with monthly and quarterly reporting.

Working with the Marketing & Communications Director to implement the audience development plan.



# Job Description

## General

- To work as a member of the marketing & development department maintaining awareness of the objectives and activities of the wider team as they relate to the role of Marketing & Communications Director
- Attend performances and act as an ambassador for the Theatre, maintaining good relationships with all stakeholders.
- Support the Marketing & Communications Director, Front of House Manager and the Corporate Development Officer, engaging with key stakeholders, corporate supporters and local businesses both at events and as host.
- Deal with incoming enquiries and correspondence as required.
- Provide progress reports and contribute to effective departmental communication.
- To maintain positive relationships and collaborate with the wider Trinity team in the achievement of agreed objectives and projects.
- Additional ad hoc marketing tasks as reasonably requested.
- The Digital Marketing Officer will be required to attend regular department meetings and company meetings as well as some performances and events outside of standard working hours.

*This job description is a guide to the nature of the work required of the Digital Marketing Officer. It is not wholly comprehensive or restrictive and may be reviewed as required.*



# Job Description

- **Key Measures of success:**

The venue and online spaces are promoting current and relevant events and brand stories working to the six-week content and season cycle.

All events and community projects are marketed in line with our requirements pack and sales targets are met.

Visiting companies marketing and PR teams have a positive experience throughout their dealings with Trinity and we build lasting relationships.

Social/digital channels are developed, reach, engagement and social share of voice are increased in line with the department goals.

The website is up-to-date with event and organisational information.

Digital Marketing Officer is successfully integrated within the overall team including Staff, Volunteers and Board of Directors.



# Person Specification

## Essential

- Demonstrable experience of using social media in a professional and/or promotional capacity.
- Excellent communication skills.
- Excellent copy writing and proofreading skills, and a keen eye for detail.
- A creative flair in the generation of fun and original video, digital and written content.
- A good standard of computer literacy including the use of PCs, Macs and Microsoft platforms.
- Highly organised, with an ability to work to deadlines, and to plan and prioritise short and long-term tasks effectively.
- The ability to work independently and as part of a larger team.
- A good sense of humour and a proactive, positive attitude.
- An interest in digital and social media trends and updates.
- An organised and reliable approach to work.
- Commitment to Equal Opportunities

## Desirable Criteria

- A working knowledge of design packages such as Canva, Photoshop, InDesign or Affinity.
- Experience of ticketing systems - Spektrix/TicketSolve
- Experience of using website content management systems.
- A passion for theatre, comedy, music, film, dance and food.
- Full driving licence.



# Who Are We?

Trinity is a vibrant cultural hub and registered charity in the heart of Tunbridge Wells. We offer a varied seasonal programme, inspiring all age groups with our focus firmly on enriching lives and promoting cultural togetherness. With an incredibly loyal following, in the past 39 years we have grown into a community asset, hosting over 500 diverse events annually. We are also actively changing people's lives through our varied external wellbeing initiatives. Our art gallery supports local artists and is used by colleges and art schools for their end of year shows. We also host regular community and corporate events and are a popular venue for local AGM's and seminars.

We programme a robust and diverse schedule of events, with leading touring theatre companies from across the UK, the best in arthouse and international film, live transmissions from leading national venues, renowned comedians and musicians and are well known for our own professional theatre productions and co-productions.

We have a talented and enthusiastic team of over 25 staff and over 170 volunteers, as well as employing a number of freelance artists, practitioners and casual staff to run the extensive theatre operations.

We strive to be the leading cultural venue in the South East of England and in 2017 were awarded a 5\* review in the Stage for our Christmas Show, were named *Ethical Business of the Year* at the Tunbridge Wells Love Where You Live Awards, and in 2018 and 2019 were awarded *Best Theatre in Kent* at the Muddy Stilettos Awards.



Digital Marketing Officer will play an integral part of achieving the Theatre's mission and vision by supporting the Marketing & Development department in its ambitious goals and deliver its strategic plans.

## Our Mission

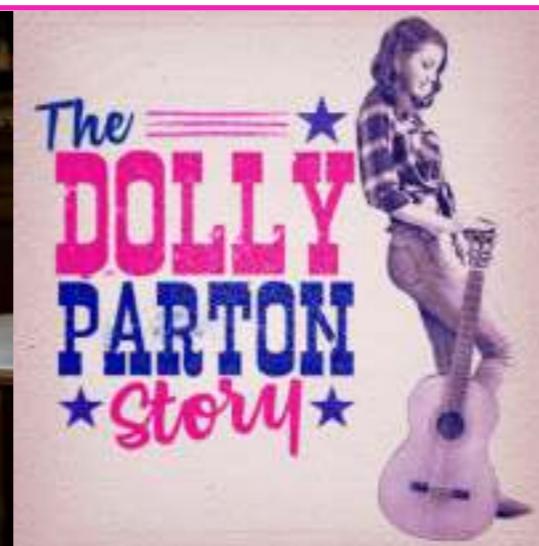
***"To enrich the lives of our community through shared artistic experiences"***

Trinity was born out of a community spirit that saved Trinity's home from demolition and fundraised to create the charity that exists today. Over the last 40 years we have remained focussed on providing valuable artistic experiences for our local community and continuing that mission is what proudly drives Trinity and its team of staff and many volunteers.

## Our Vision

***"To be the vibrant, artistic heart of our community"***

Since 1982 the organisation has evolved into an ever stronger and richer entity, with expanded delivery and activities and continues to raise standards and upgrade its facilities further. There are many plans in place for how we can further enhance our offering for the local area as we strive to achieve our vision.



## Our Values

Trinity wishes to be

- an **inclusive** organisation that welcomes and encourages anyone to become involved in and engage with Trinity, and in the arts more broadly.
- an **imaginative** organisation that takes creative and innovative approaches to delivering activities and running an arts charity sustainably.
- a **nurturing** organisation that supports, develops and cares for its staff, volunteers, partners and audiences.
- an **excellent** organisation that strives for high standards and professionalism in every way it operates from customer service to performances so that customers always have great experiences when engaging with us.
- a **magical** organisation that creates new work, that realises it can provide something special for people and one that enriches people and fills them with joy

All staff are expected to work within and promote the charity's values and approach.





## Our Audience & Reach

In 2019 we achieved:

- Total visitors of over 90,000 people
- Over 500 performances
- A social media following of over 13,000
- A growing database of 19,000 people with an above industry engagement rate for newsletters
- Over 250 Trinity Youth Theatre participants, engaging in a vast programme including workshops, musical days and sessions for children with special education needs
- 17 Senior Cinema screenings providing for over 100 members with over 450 overall ticket sales
- Over 20 gallery exhibitions
- *Best Theatre* at the Muddy Stilettos Awards for a second year running.

# Role Details and Remuneration

## Salary

The role will be remunerated at a rate of £20,500 per annum.

## Hours and Place of Work

40 hours a week. The role will typically be a Monday-Friday office based hours but some flexibility would be expected and required to attend events and support theatre projects.

## Flexible Working

Partial remote working and flexible hours welcome subject to organisational requirements.

## Holiday

24 days a year in addition to 8 bank holidays.

## Pensions

Trinity provides statutory pension support i.e. will contribute 3% after qualifying period if employee signs up to scheme

## Parking

Trinity provides free on-site parking to all staff whilst on-duty.

## Staff Benefits

- Automatic entry into the theatre membership scheme at no charge.
- Complimentary tickets available subject to conditions.
- Discounts at our onsite Kitchen and Bar, both on and off duty, and complimentary hot/soft drinks.

## Probation

The probation period will be three months for both parties. Notice period will be two months for both parties.

## How to Apply/Join Trinity

To apply, please complete an application form and email it to [hr@trinitytheatre.net](mailto:hr@trinitytheatre.net)

Alternatively, post it to Human Resources, Trinity Theatre, Church Road, Tunbridge Wells, Kent TN1 1JP

You are welcome to also send a CV, but this should be in addition to the application form.

# Further Details

## Data Protection

Any data about you will be held securely with access restricted to those involved in dealing with your application in the recruitment process. Information provided on the Equal Opportunities Monitoring Form is separated from your application, held confidentially and only used to monitor and analyse Trinity policies. It is not used during the short-listing process. All information in your application is treated in the strictest confidence. Your application will be kept on file for a maximum of 12 months and then destroyed.

## Equal Opportunities

Trinity Theatre values and promotes diversity and is committed to equality and opportunity for all. All employees are required to comply with and actively promote our Equality policy, and no job applicant or employee will receive less favourable treatment on the grounds of age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religious belief, gender, sexual orientation, class or socio-economic background, trade union activity or political activity or opinion. If any candidates have any concerns about the specifics of the recruitment process they should make contact to discuss any potential adjustments. Job shares would be considered if applications made jointly.

## Appointments

In line with the Trinity's Safeguarding Policy, any relevant appointment will be made subject to a satisfactory enhanced Disclosure and Barring Service (DBS) disclosure. Disclosure information will be treated in the strictest confidence and shall only be seen by those who need to see it as part of the recruitment process. Only relevant information will be taken into account. Trinity will not discriminate unfairly against any convictions or other information revealed.

All appointments are made subject to satisfactory references and proof of eligibility to work in the UK.