



# Trinity

Marketing Manager Job Pack

2022

# Who Are You?

Trinity Theatre in Tunbridge Wells is seeking an experienced marketer with a passion for the arts to spread the word about our work far and wide. The role would suit someone with previous experience of running or working in marketing departments and managing teams (including volunteers), particularly in the field of the arts and theatre.

You'll have responsibility for promoting the Trinity Theatre brand and marketing our busy programme of live entertainment, films, exhibitions, and creative activities for all ages.

You'll work closely with the team and reach out to new and diverse audiences in order to help raise our profile and communicate effectively with internal and external stakeholders. You'll work directly with the theatre's artistic director to develop and execute the marketing and communications strategy, delivering compelling campaigns for our increasingly broad and exciting programme. You'll be responsible for our Digital Marketing Officers and Box Office team.

Whilst there are plenty of challenges as we seek to rebuild audiences following the impact of COVID-19, this is also a very exciting time for our theatre with a new capital development about to be completed and a second venue in the works.

Trinity is a vital creative hub for the region with bold ambitions and we hope to attract someone to the role who will be as excited as we are about the future of our organisation.



# Job Description

**Job Title:** Marketing Manager

**Responsible To:** Artistic Director

**Responsible For:** Digital Marketing Officers and Box Office officer

**Purpose of Role:**

To work with the Artistic Director and Chief Executive to develop and implement Marketing strategies that maximise and develop audiences.

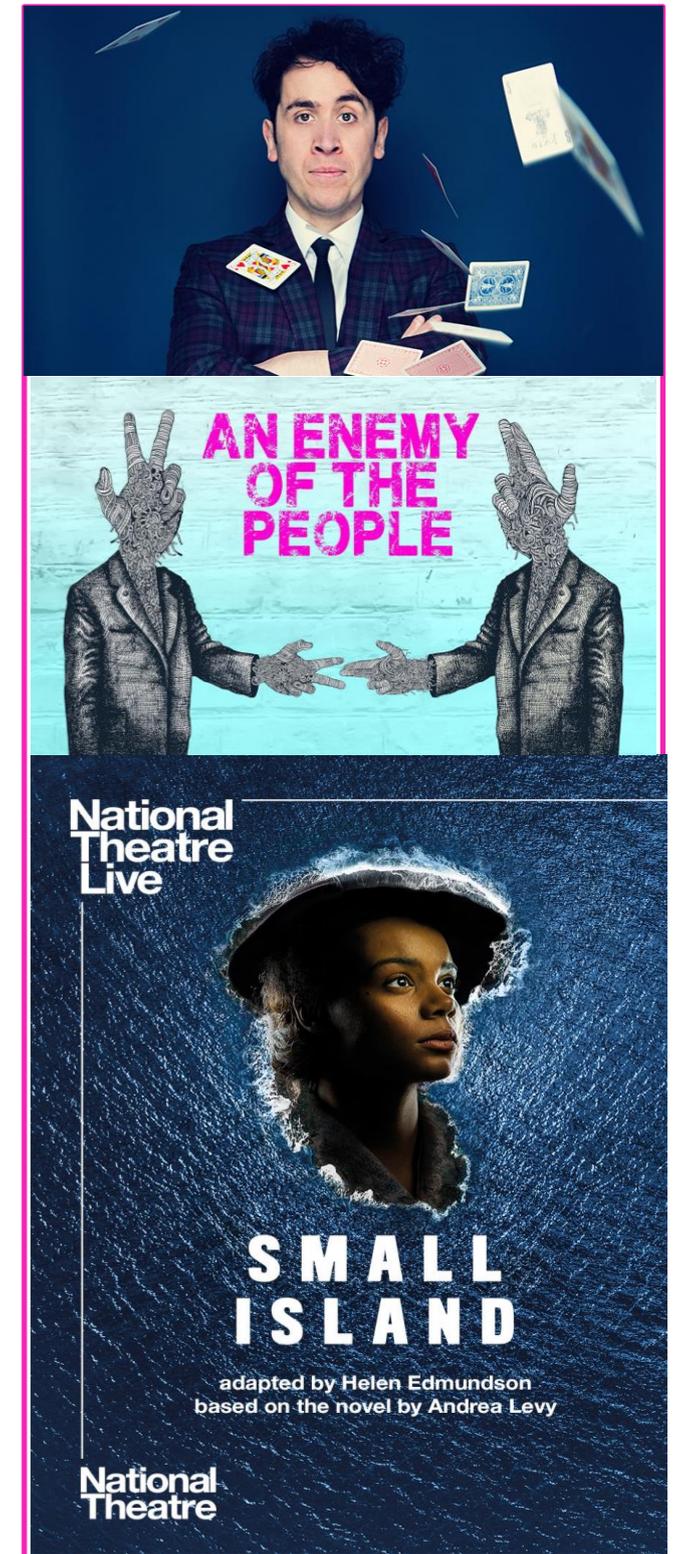
To promote Trinity as a thriving arts venue that is professional, popular, welcoming, diverse and high quality. To manage and promote the wider PR of Trinity as a venue and its role in and impact on the local community, economy and beyond.



# Job Description

## Key Responsibilities:

- 1. Management** - Effectively manage and motivate the Digital Marketing Officers and Box Office team.
- 2. Strategy** - Develop and lead Trinity's marketing strategy and work with the Executive and board to protect and develop the brand and image of the theatre
- 3. Campaigns** - Plan and execute effective marketing campaigns to promote all of Trinity's events and activities including the artistic programme, hires, youth, education, foyer and other income generating activities such as catering.
- 4. Reporting** - Provide up to date accurate management information on marketing activities including current and potential audiences and markets
- 4. Audience Development** - Support the Artistic Director and Director of Creative Engagement in initiatives for audience development both in existing and new areas
- 5. Print Marketing** - Effectively manage and oversee the design, production and distribution of all printed marketing materials both inside and outside of the theatre
- 6. Digital Marketing** - Develop, manage and maximise Trinity's online marketing activities and presence including website, email and other social networks and media
- 7. Relationship Management** - Liaise and manage relationships with media (local, regional and national) and media firms and agencies that Trinity partner with
- 8. Income Development** - Find opportunities to generate income for the department as appropriate including overseeing theatre membership schemes and supporting other functions such as corporate development.



# Job Description

## Key Measures of success:

Audience targets are met for the theatre's artistic programme.

Theatre membership levels increase over time.

Line reports feel valued, supported and have clarity over their roles and individual targets to perform their role successfully and achieve their objectives.

Trinity's position in the public eye is maintained and improved.

Opportunities to grow and develop Trinity's brand are identified and seized upon.

The theatre's executive leadership feel well informed of marketing activities.

Marketing budgets are achieved, and results are carefully measured so that spending can continue to see improved return on investment.

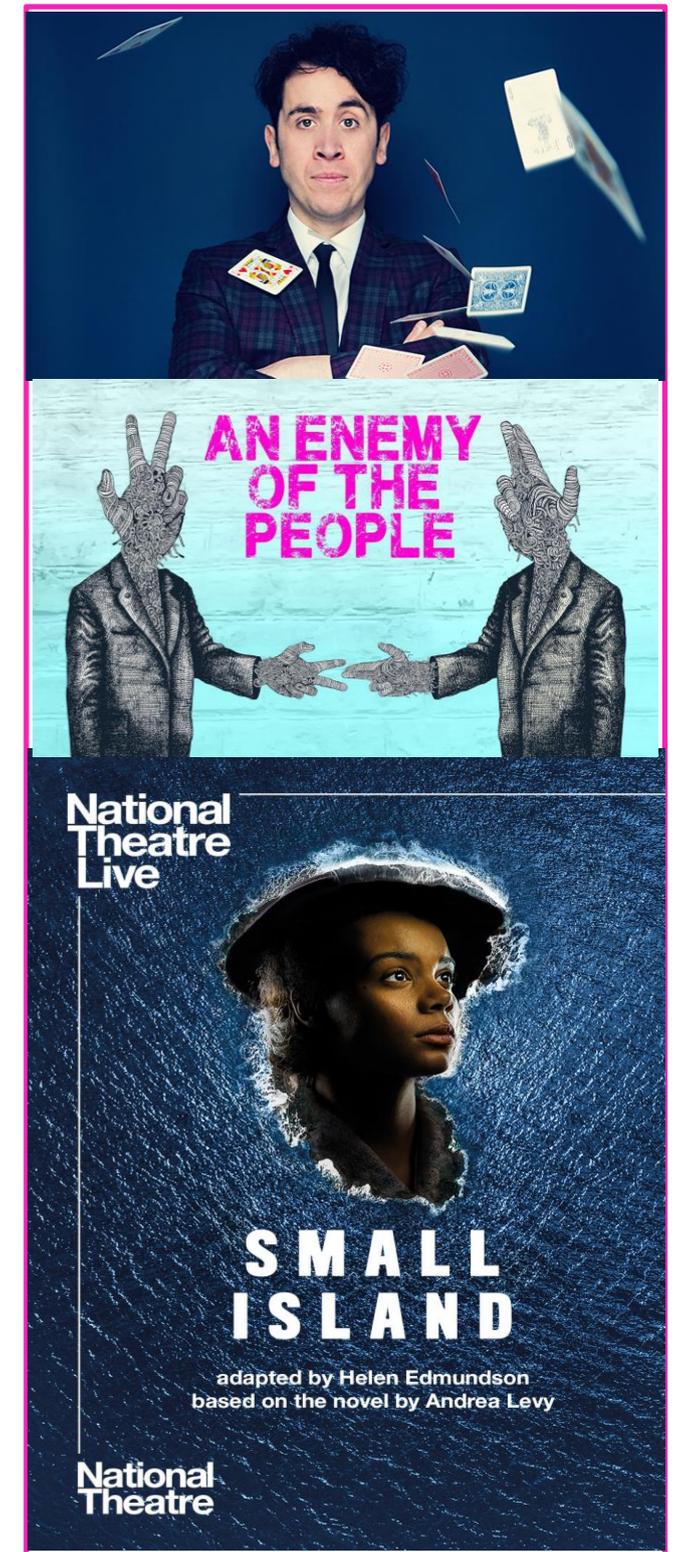
The theatre's public facing activity continues to see improvement. Including key improvements to our website and branding.

The theatre's goals, aims and missions are well represented in the media and by the public.

PR opportunities are maximised to promote theatre events and activities

Booking System operates effectively and the theatre remains compliant with all relevant regulations including data protection and fundraising regulations.

The Marketing Manager is successfully integrated within the overall team including Staff and Board of Directors.



# Person Specification

## Essential

- Experience of arts marketing
- A high level of I.T skills including Microsoft Office Suite, websites and online media
- A high level of ability to use desk top publishing software
- A good level of knowledge of the operation of a theatre and cinema
- A good level of numeracy including the preparation and interpretation of financial statements and budgets
- A high level of verbal and written communication skills
- An ability to adapt approach to different audiences
- Keen understanding of social media as a tool for arts marketing
- Ability to manage time efficiently under multiple time pressures and conflicting priorities

## Desirable

- Experience working in the theatre sector
- Graphic design skills
- Knowledge of Spektrix or other ticketing platforms
- Experience of spearheading marketing campaigns
- Experience of managing people
- Fundraising experience.



# 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 40 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 Stiletto Awards.



The Marketing Manager will play an integral part of achieving the Theatre's mission and vision by ensuring effective promotion of the theatre's activities and ensuring the theatre's key messages are understood by the public.

## 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.

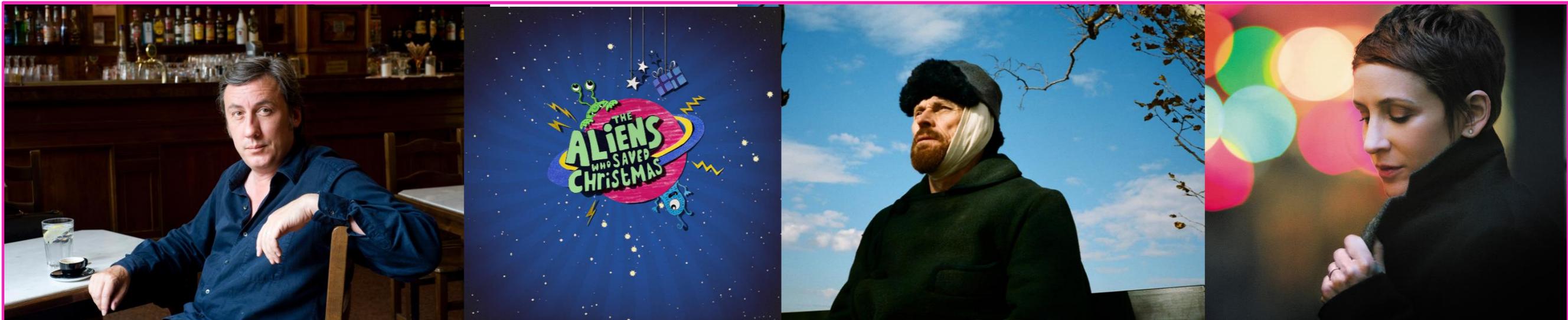


## Our Values

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.



# Role Details and Remuneration

## Salary

The role will be remunerated at a rate of £28,000 per annum.

## Hours and Place of Work

40 hours a week. The role will primarily be based for office hours and Monday-Friday but evening or weekend work may be required due to the wide hours of operation of the theatre.

## Flexible Working

Partial remote working and flexible hours is 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

## Staff Benefits

- Trinity provides free on-site parking to all staff whilst on-duty.
- Employee Assistance Program offering independent, confidential support to employees and immediate family on health, personal, workplace, legal and money issues.
- Automatic entry into the theatre Friends 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 eight weeks for both parties.

# How to Apply/Join Trinity

## **Application Form**

Applicants should complete a Trinity job application form and submit it to [hr@trinitytheatre.net](mailto:hr@trinitytheatre.net) by 12 noon Monday 15<sup>th</sup> August.

## **1<sup>st</sup> Round Interviews**

A shortlist of candidates will be invited to attend an in person interview which will include competency questions and may include an exercise component. These will take place in the week commencing 15<sup>th</sup> August.

## **2<sup>nd</sup> Round Interviews**

There may potentially be a second round interview, dates TBC.

## **References**

References will be taken up for all shortlisted candidates.

## **Role Commencement**

The role is to be offered immediately after interview and, subject to candidate availability, would begin as soon as possible.

## **Questions**

Initial questions can be directed to [sean@trinitytheatre.net](mailto:sean@trinitytheatre.net)

If you need this information in another format or have any access requirements for interview please contact [HR@trinitytheatre.net](mailto:HR@trinitytheatre.net) or ring 01892 678671.

## 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.