

## **Role: Marketing Officer** **Cumbernauld Theatre**

Cumbernauld Theatre is an artist-led and community-engaged creative organisation. It operates for the benefit of the diverse communities around Cumbernauld and creatively develops an artistically challenging programme consisting of:

- Produced and co-produced professional theatre
- Diverse visiting company programme
- Artist development programme
- Community and young people's participatory projects
- Creative learning events and projects
- Visiting / emerging supporting programme of European development

Further information can be found on our website: [www.cumbernauldtheatre.co.uk](http://www.cumbernauldtheatre.co.uk)

### **Marketing Officer Role and Responsibilities**

- Create a season operational marketing plan
- Deliver a mix of marketing methods (from traditional print to digital) to maximise attendance and income for all performances and events
- Planning, overview and implementation of (digital) content management (including press releases and social media)
- Ensure excellent communication and brand promotion across marketing resources
- Negotiate and work with contractors, such as print and web-designers, to develop both appropriate print and e-marketing materials as required
- Organise guest, press and other audience events
- Contribute marketing knowledge to the audience development strategy
- Monitor marketing budget
- Develop and maintain strong working relationships with relevant arts marketing bodies (such as the Arts Marketing Association) to ensure best practice
- Monitor and evaluate sales patterns and targets, and provide regular reports
- Contribute to the development of our four Creative Scotland *Connecting Themes*
- Awareness of relevant Health and Safety and other regulations as appropriate

**Cumbernauld Theatre**, Kildrum, Cumbernauld, G67 2BN  
www.cumbernauldtheatre.co.uk | info@cumbernauldtheatre.co.uk  
**Admin:** 01236 737235 | **Box Office:** 01236 732887

**Marketing Officer: Person Specification**

This is a profile of the skills and qualities required and/or desired for the post of Marketing Officer. It will be used in shortlisting and selecting candidates objectively and ensures transparency in the decision making process. The ideal candidate will be able to demonstrate these in their application and at interview.

<b>Experienced and Competent</b>	<b>Essential</b>	<b>Desirable</b>
Traditional and digital marketing and audience development techniques, processes and strategies	✓	
CRM, ticketing processes, data management systems for developing and enhancing relationships with customers		✓
Organisational skills to manage competing departmental priorities and own workload	✓	
Confidence in dealing with the media		✓

<b>Skilled and Able</b>	<b>Essential</b>	<b>Desirable</b>
Ability to communicate clearly, concisely, accurately and persuasively (written and verbal)	✓	
Budgeting and data analysis skills	✓	
Ability to generate and follow through on ideas to enhance the successful planning and promotion of the theatre	✓	
Ability to plan, implement and monitor strategies	✓	

<b>Other</b>	<b>Essential</b>	<b>Desirable</b>
An interest in and knowledge of theatre/leisure/creative industries		✓

**Contract Description and Person Specification**

**Role:** Marketing Officer

**Location:** Cumbernauld Theatre, Kildrum, Cumbernauld G67 2BN

**Contract:** 6 months fixed term (July-December 2019)

**Hours:** Full time-35 hours per week  
Flexible or part-time working will be considered.  
Contact Jean Cairns Tel: 01236 737235 to discuss

**Salary:** £23,000pa pro rata

**Pension:** Cumbernauld Theatre operates a NEST pension scheme

**Reports to:** Artistic Director

**Closing date for applications:** Monday 17<sup>th</sup> June 2019 – noon

**Application process:** Download application form from the Theatre website:  
[www.cumbernauldtheatre.co.uk](http://www.cumbernauldtheatre.co.uk)

Please email the completed application form to:

Jean Cairns, Administration Director at [jcairns@cumbernauldtheatre.co.uk](mailto:jcairns@cumbernauldtheatre.co.uk)

or send by post to:

Cumbernauld Theatre  
Kildrum  
Cumbernauld  
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**Cumbernauld Theatre is an Equal Opportunities Employer**

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