



Pegasus

Pegasus is a theatre with young people at its heart. In everything it does, Pegasus considers how to attract, engage and spark the imaginations of young people. This includes families with young children, schools, teenagers and students. Yet the work has a wider, crossover appeal, so that people of different ages can experience together art that is vibrant, inspiring, urgent and exciting.

Marketing Co-ordinator

Job Purpose

The Marketing Co-ordinator is a key position reporting to the Executive Director (Joint CEO), responsible for the delivery of marketing and promotion for all of Pegasus's activities. The role supports the development, implementation and monitoring of Pegasus's marketing strategies to achieve our business objectives and artistic ambitions.

Key Objectives

- Increase sales via targeted and timely promotional activity.
- Increase the frequency and levels of attendance of current audiences/ users via targeted marketing activity that demonstrates our value and engages customer loyalty.
- Identify and develop new audiences utilising analytics to build networks and partnerships that access potential areas for development.
- Raise the profile of the organisation and maximise media opportunities

Employment Terms

Remuneration	£20,000 (pro rata)
Hours	25.9 hours a week, worked over 3.5 days
Probationary period	6 months
Annual Leave	25 days holiday plus 8 designated bank holidays per annum (pro rata)
Pension	A workplace pension scheme is operated by Pegasus Theatre Trust through NEST with an employer contribution of 3.5% and an employee contribution of 1%.

Organisational Relationship and Accountability

Responsible to:	Executive Director (Joint CEO)
Work closely with:	Pegasus has a small core staff team; the post-holder will need to work closely across all staff teams to undertake the duties required.
Line management:	there are no line management responsibilities associated with this post.

Job Description & Person Specification

Principle Duties

Implementation and delivery of marketing strategies:

Work with the Executive Director and artistic programming team and undertake season campaign planning: devising marketing campaigns across all of Pegasus's activity that develop the profile of Pegasus within city and deliver effective, timely information to both new and existing audiences.

Undertake the delivery of e-marketing/digital media campaigns: including accurate and timely website content management, e-mail communications, e-marketing statistics and the organisation and implementation of social networking activity.

Co-ordinate print production for all Pegasus's activities from concept stage through to production including compiling design briefs, copy writing, image generation, proof reading whilst ensuring brand and house style guidelines are maintained.

Schedule and coordinate the distribution of print and other promotional material (in house generated and visiting company material) within allocated budgets and ensure the most appropriate distribution of material across the city.

Schedule and coordinate advertising content, briefing designers, buying media space at a competitive rate, within allocated budgets and liaising with advertising agencies as necessary.

Undertake the delivery of press, PR and media campaigns; working to raise our profile by maintaining and developing relationships with local and national media, identifying and securing interview and editorial feature opportunities, previews, reviews and listings. Drafting and distributing press releases for approval, compiling press information packs; researching and maintaining press databases; arranging and managing photo calls and press interviews, and attending and facilitating press nights.

Undertake research on and develop external relationships to further the promotion of Pegasus's brand and activity within the local community and wider city.

Ensure staff teams are briefed appropriately on marketing and promotional activity in order to promote an informed understanding across the organisation regarding marketing and audience development goals.

Monitoring the effectiveness of Marketing Strategies:

Work with the Front of House team to ensure the accurate and consistent capture of Pegasus's audience and sales data, monitoring the Box Office's data capture procedures to maintain consistent, clean data and adherence to current Data Protection legislation.

Generate accurate data reports, sales figures, audience analysis and campaign monitoring which support the development of innovative marketing campaigns, audience development and accurate reporting to stakeholders.

Maintain an up to date archive of all promotional material including print, digital, editorial coverage, press cuttings, and production photography.

Monitor all external communications to ensure the organisation's artistic ambition; values and ethos are consistently and accurately transmitted.

Development of Marketing Strategies:

Contribute informed, imaginative ideas and solutions to ongoing strategy and business planning discussions in line with the theatre's policy on inclusive and consultative practice.

General:

To undertake any other duties relevant to this post as reasonably required.

To carry out the duties of this post in accordance with Pegasus Theatre's policies including; Equal Opportunities, Access, Employment, Health and Safety and Inclusion.

This job description is a guide to the nature of the work required. It is not wholly comprehensive or restrictive. This job description will be reviewed with the post holder annually or at significant points for the organisation.

Selection Criteria

Essential

- 18 months +previous experience of implementing successful marketing campaigns to increase sales and/or attendance
- Solid knowledge of sales and marketing tools and techniques
- Excellent personal presentation skills with the ability to communicate ideas and information effectively to a wide range of people
- Imaginative creative skills and a proven ability to generate compelling content
- Excellent copy-writing and proof-reading skills
- Attention to detail, with a methodical approach to the collation and analysis of data
- Proven ability to work under pressure to meet targets and deadlines
- Strong organisational skills and a proven ability to prioritise effectively
- The ability to work independently and as part of a team
- Understanding of how local, regional and national media operate
- A commitment to equality and diversity
- Working knowledge of Microsoft Office software

Desirable

- Knowledge of Ticketing and CMS Management Systems
- Knowledge of data protection legislation
- Experience of marketing within an arts organisation
- Experience of creating website and other social media content
- Proficiency with photo editing and desktop publishing software