

REGENCY'S PARK
OPEN
AIR THEATRE

MARKETING MANAGER

RECRUITMENT PACK



APPLY BY:
10AM, MONDAY 11 DECEMBER

About Us

Established in 1932, the multi-award-winning Regent's Park Open Air Theatre is one of the largest theatres in London (at a capacity of 1,304). Passionate about producing popular, enriching and unexpected theatre that provides a lens into the here and now, the scale and ambition of our productions together with our magical outdoor setting, makes us unique in the capital's cultural landscape. Every year we welcome over 140,000 people to our 20-week summer season.

Over the last twelve years, our productions have won seven Olivier Awards, seven WhatsOnStage Awards, and four Evening Standard Awards. We were named London Theatre of the Year in 2017 by The Stage, and received the Highly Commended Award for London Theatre of the Year in 2021. Our productions have toured the UK, and have transferred to both the West End and the United States.

As a registered charity that receives no regular public subsidy, we rely entirely on earned income and charitable contributions. Nevertheless, we have maintained our lowest ticket price of £25 for ten years, our BREEZE scheme enables those aged 18-25 to buy tickets for £10, and we regularly work with local

charities. Each year, on average, we subsidise tickets for 6,000 school pupils.

Food and drink plays a significant role in the Open Air Theatre experience, with our in-house bars and restaurants including Covered Dining (recently certified as a Sustainably Run Restaurant), The Grill and The Pizza Oven. We also have our own picnic lawn and the West End's longest bar!

Regent's Park Open Air Theatre has become one of the most independently sustainable and financially successful producing theatres in the country, and we're proud to embark on the next stage of our vision with ever-increasing artistic ambition and entrepreneurial spirit.



“ONE OF THE GREAT UNDERSUNG THEATRICAL SUCCESS STORIES, PACKED WITH AWARDS, AS WELL AS MOUNTING CRITICAL AND AUDIENCE ACCLAIM”

Evening Standard

Marketing Manager

The Marketing Manager plays a key role in the communications and audiences team and is responsible for developing and delivering Regent's Park Open Air Theatre's marketing, communications and digital campaigns, alongside proactively supporting the organisation's ambitions relating to brand and profile, sales, and audience development.

The role involves:

- Working with the Director of Communications & Audiences to create, oversee and deliver marketing campaign strategies (across digital, print, media and advertising) for all Regent's Park Open Air Theatre's productions, visiting work and general activity to achieve ambitious sales and audience engagement targets.
- Managing day-to-day marketing and communications functions, including but not limited to, campaign implementation and monitoring, updating and maintaining the theatre's website and digital archive using the CMS, editing podcasts and other digital content, managing the Google Ad grant, and using approved layered artwork to create marketing assets, advertisements and collateral for departments across the organisation.
- Leading on the creation of all publications for the organisation (including play texts, programmes and annual reports), from collating information and commissioning articles to briefing, proofing, sign-off and printing.
- Working with the Director of Communications & Audiences and our Press & PR agents to help deliver impactful communications strategies for our productions and wider activity that effectively engage audiences, the media, staff, key influencers, and external stakeholders.
- Supporting the Director of Communications & Audiences on the delivery of the theatre's digital strategy, taking a specific lead on the development, implementation and evaluation of the organisation's social media strategy and presence.
- Monitor the effectiveness of all marketing activity, providing data insights to evaluate the effectiveness of campaigns against key performance metrics.
- Ensuring that our brand guidelines are constantly adhered to both internally and externally.
- Playing a key role in the delivery of the theatre's audience retention and development strategy, undertaking audience research and evaluation as well as using the organisation's CRM system (Spektrix) to effectively analyse and interrogate data to inform marketing planning.
- Proactively researching, establishing and monitoring third party collaborations and sales promotions.
- Managing both internal and external signage across the Open Air Theatre's estate, in close consultation with the Director of Communications & Audiences.
- Manage and oversee the work of the Marketing Officer.
- Working within set budgets and financial parameters, and effectively recording allocated spend.
- Facilitating and promoting good working relationships with both permanent and seasonal colleagues across the organisation, alongside external consultants, agencies and advisors.
- Ensuring that the organisation maintains currency with marketing and digital trends, issues and best practice, attending seminars, conferences, meetings and events as required.
- Working with colleagues to help improve the experience of our audiences and visitors online, on the phone, and onsite.
- Any other duties as reasonably requested by the Director of Communications & Audiences and Executive or Artistic Directors.

Person Specification

Essential

- Demonstrable experience of the creation and delivery of marketing campaigns and activity in the arts/cultural sector.
- Experience of using CRM and ticketing systems for data extraction and insights.
- Excellent knowledge of digital platforms, technologies and trends.
- A strong understanding and experience of online marketing and sales, as well as digital monitoring and analysis (e.g. Google Analytics).
- Experience of CMS/HTML.
- Experience of working with budgets.
- Excellent written and oral communication skills.
- Excellent organisational skills with a great eye for detail and exemplary proofreading skills.
- Ability to generate new ideas.
- Self-motivated with a positive attitude and ability to work independently whilst also supporting a strong team ethic.
- Good computer literacy skills, including Microsoft Office.
- The ability to maintain confidentiality and handle sensitive information with discretion.
- Understanding and commitment to equity, diversity and inclusion.

- A passion for Regent's Park Open Air Theatre and the work we produce.

Desirable

- Experience of leading and managing staff.
- Experience of Adobe Creative Suite (Photoshop, InDesign) and/or video editing software (training will be provided if needed).
- Practical knowledge of CRM systems, particularly Spektrix.
- Some experience of and an interest in accessible marketing.
- Experience of working in a producing theatre.



“**REGENT'S PARK OPEN AIR IS FAST BECOMING THE NEW POWERHOUSE FOR EYE-OPENING MUSICAL REVIVALS**”

Broadway World

Terms & Conditions

Job Title:	Marketing Manager
Responsible to:	Director of Communications & Audiences
Responsible for:	Marketing Officer
Working directly with:	All Senior Managers and Head of Departments Seasonal production staff, creatives and performing companies, external consultants and agencies, including Jo Allan PR.
Contract:	Full-time, permanent.
Basic Working Hours:	40 hours per week. Office hours are Monday-Friday, 10am-6pm. Occasional weekend and evening work will be required.
Work Base:	Regent's Park Open Air Theatre, Stage Door Gate, Open Air Theatre, Inner Circle, London, NW1 4NU. Work at offsite rehearsal venues will also be required. Remote working possible at times out of season, subject to agreement with Line Manager.
Salary:	£34,000 per annum, paid monthly by PAYE.
Benefits:	Contributory pension scheme. Two complimentary tickets for each of the summer season's lead productions. Staff discount at the theatre's bar and catering outlets. Training and development opportunities. Private health care after 1 year's continuous service.
Annual Leave:	22 days per annum plus Bank Holidays and discretionary days in December to cover any potential festive shutdown period.
Notice Period:	2 months (1 month during Probationary Period).
Probationary Period:	6 months.



“THE QUALITY OF THE PRODUCTIONS AT THE OPEN AIR THEATRE IN LONDON'S REGENT'S PARK IS UP THERE WITH THE BEST IN THE WEST END.”

Mail on Sunday

How to Apply

To apply for this role, please download and complete the Personal Details Form, Application Form, and Equal Opportunities Form from our website (openairtheatre.com/jobs), and return to jobs@openairtheatre.com by no later than **10am on Monday 11 December**.

First Round interviews are currently scheduled to take place on **14/15 December**; we will notify you either way if you have been selected for interview or not. Second round interviews to be confirmed.

Feedback will be provided to all first round interviewed applicants on receipt of a written request no later than 1 week after the date of interview. We regret that due to the volume of applications expected feedback cannot be provided to applicants who aren't invited to interview.

Should you have access requirements or need any reasonable adjustments to be made in order to apply for this role and/or attend an interview, please e-mail jobs@openairtheatre.com.

Regent's Park Open Air Theatre is an equal opportunities employer and our recruitment process is open to all, regardless of disability, ethnicity, sexuality, gender identity, religion, caring responsibilities, and/or socio-economic background. Our aim is to achieve greater diversity so that our organisation better reflects the city and country in which we live and serve, and to foster an organisational culture that is inclusive, respectful and safe. We welcome and encourage applications from people of all backgrounds, perspectives, identities and lived experiences, and in particular those of the global majority and those who are disabled.



“REGENT'S PARK OPEN AIR THEATRE IS A MAGICAL SANCTUARY FROM THE HUSTLE AND BUSTLE OF THE CAPITAL”
Times



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