

REGENT'S PARK
OPEN
AIR THEATRE

MARKETING MANAGER

RECRUITMENT PACK



APPLY BY:
10AM, MONDAY 31 JANUARY 2022

About Us

Established in 1932, the multi-award-winning Regent's Park Open Air Theatre is one of the largest theatres in London. Passionate about producing first class theatre for and in our unique setting which inspires, challenges and entertains, the scale, audacity and ambition of our productions makes us unique in the capital's cultural landscape.

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, over 90% of our income is generated from ticket sales. Nevertheless, we have maintained our lowest ticket price of £25 for nine 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, with opportunities to continue their learning with our education packs. In the past year, the number of Annual Members has increased by 31%, and our Patron Scheme by 10%.

Completing the theatre experience, our in-house bars and restaurants champion exemplary customer service, and offer a selection of dining choices, including our waiter-served Covered Dining, afternoon tea and more casual options such as picnics, The Grill and The Pizza Oven.

Regent's Park Open Air Theatre has become one of the most independently sustainable and financially successful producing theatres in the country, and so we 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

A permanent, full-time position, we are looking for a talented, enthusiastic and driven individual to deliver effective and creative marketing campaigns that support the work of Regent's Park Open Air Theatre. With a passion for theatre marketing, and supported by the Marketing and Partnerships Officer, you will work alongside the Commercial Director to take a hands on role in developing and implementing the marketing campaigns, support the theatre's audience development ambitions, drive the CRM strategy and meet financial targets.

The role involves:

- Working with the Commercial Director to plan and monitor marketing campaigns that support the theatre's aims and objectives and meet financial targets.
- A hands-on approach to implementing the marketing campaigns.
- Developing, implementing and evaluating the social media strategy, including the editing of podcasts and managing the Google Ad Grant.
- Updating and maintaining the theatre's website and digital archive using the CMS.
- Supporting the theatre's audience development ambition by pro-actively interrogating data on the ticketing system (Spektrix) to create effective CRM strategies.
- Pro-actively researching, establishing and monitoring 3rd party collaborations and sales promotions.
- Using approved layered artwork to create marketing assets, advertisements, and collateral for departments across the organisation.
- Project managing the creation of theatre programmes and publications, from collating information and commissioning articles, to briefing, proofing, sign-off and printing.
- Responsibility for signage across the Open Air Theatre site.
- Maintaining currency with industry marketing practices and initiatives.
- Working within set budgets and effectively recording allocated spend.
- Working with the external press agency to build prolific PR campaigns.
- Supporting the Commercial Director in the ongoing development of the department's strategies.
- Representing the company at industry events and meetings.



SINCE HE TOOK OVER THE OPEN AIR THEATRE, TIMOTHY SHEADER HAS REVIVIFIED REGENT'S PARK WITH UNEXPECTED SCHEDULING AND SMART PRODUCTIONS

The Observer



Person Specification

This is an ideal role for anyone looking to further their experience in theatre marketing in one of London's most unique and foremost producing theatres.

Essential

- Significant experience in delivering theatre marketing campaigns incorporating media, promotions, print, CRM and brand guardianship.
- Demonstrable experience of creating engaging social media campaigns.
- Experience of budget management.
- Excellent written and verbal communication skills, including copy writing and exemplary proofreading skills.
- Self-motivated with a positive attitude and ability to work on your own initiative, whilst also supporting a strong team ethic.

- A flair for creativity, analytical evaluation, and with an eye for detail.
- Calm, organised and tactful approach with the ability to work well under pressure, to meet deadlines and independently problem solve.
- Understanding and commitment to diversity, inclusion and audience development.
- Good computer literacy (Microsoft Word and Excel).

Desirable

- Experience of interrogating customer data on a theatre ticketing system.
- Mac in-design and video editing.
- Twitter Ads Manager and Facebook Business Manager.



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

Broadway World

Terms & Conditions

Job Title:	Marketing Manager.
Responsible to:	Commercial Director.
Supported by:	Marketing and Partnerships Officer.
Contract:	Full-time, permanent.
Basic Working Hours:	40 hours per week. Office hours are Monday to Friday, 10am to 6pm. Occasional evening and weekend working is required.
Office Base:	Regent's Park Open Air Theatre, Stage Door Gate, Open Air Theatre, Inner Circle, London, NW1 4NU.
Salary:	£32,000 per annum, paid monthly 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:	20 days per annum plus Bank Holidays and discretionary days over Christmas to cover any festive shutdown period.
Notice Period:	2 months (1 month during Probationary Period).
Probationary Period:	6 months.



“ARTISTIC DIRECTOR TIMOTHY SHEADER HAS TAKEN ON THE IDEA OF AN OPEN AIR THEATRE AND RUN WILD WITH ITS POTENTIAL”

Sunday Times

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 31 January 2022**.

First Round interviews are currently scheduled to take place on **Monday 7 February 2022**; we will notify you either way if you have been selected for interview or not. Second round interviews are currently scheduled to take place on **Thursday 10 February 2022**.

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 ambition is to achieve greater diversity so that our organisation better reflects the city and country in which we live. We are keen to hear from people who are currently under-represented at Regent's Park Open Air Theatre and more widely in the theatre industry, particularly Black and Global Majority people, 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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