

REGENT'S PARK
OPEN
AIR THEATRE

MARKETING OFFICER

RECRUITMENT PACK



APPLY BY:
10am, Monday 2 December 2024

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. In 2024 we welcomed over 180,000 people to our 27-week summer season.

Over the last fifteen years, our productions have won seven Olivier Awards, ten 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. Our 2016 revival of *Jesus Christ Superstar* has just finished tours of both the UK and North America, and will soon commence a tour of Australia.

As a registered charity that receives no regular public subsidy, we rely entirely on earned income and charitable contributions. Nevertheless, we have introduced 33,000 tickets at £15 across the whole of 2024's summer season, 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

Our Strategy 2022-27

VISION →

To help people make sense of the world under a shared sky.

MISSION →

Celebrating our unique and experiential outdoor setting, we create popular, enriching and unexpected theatre that provides a lens into the here and now.

GUIDING VALUES →

Ambitious
Open
Independent
Connected
Joyful

STRATEGIC PRIORITY 1 →

Producing Expansion

STRATEGIC PRIORITY 2 →

Developing Audiences & People

STRATEGIC PRIORITY 3 →

Organisational Growth

UNDERLYING PRINCIPLES →

Equity, Diversity & Inclusion

We are committed to championing diversity, equity and accessibility in everything we do, embracing difference and individuality with respect and an inclusive approach to ensure everyone feels valued and welcome.

Environmental Sustainability

The collision between art and environment is what makes our work unique; our relationship with the planet is front and centre. Recognising the climate crisis, we are committed to reducing our environmental impact and to finding ways to adapt and respond to ever-changing weather patterns.

History & Heritage

We are committed to building on our foundations as the oldest, professional, permanent outdoor theatre in the UK.

Civic Responsibility

We are committed to developing opportunities to collaborate with local authorities, schools, community groups, grassroots organisations and other charities to remain locally engaged and effective.

Marketing Officer

We are looking for a talented, committed and passionate Marketing Officer to play a key role in the day-to-day running of the communications and audiences department, supporting the Marketing Manager to develop and deliver Regent's Park Open Air Theatre's marketing, communications and digital campaigns.

The role involves:

- Supporting the Marketing Manager and Director of Communications & Audiences in the execution of marketing campaigns (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.
- Working alongside the Marketing Manager on the development, evaluation and implementation of the theatre's social media strategy and presence, in line with our overarching digital strategy.
- Day-to-day monitoring of the theatre's social media accounts, responding to customer enquiries and feedback alongside actively engaging with current and potential online audiences in line with the organisation's brand values and tone of voice.
- Regularly maintaining and updating the theatre's website and digital archive, ensuring all information is up-to-date.
- Using approved layered artwork to create basic marketing assets, digital content, advertisements and collateral for departments across the organisation.
- Supporting the Marketing Manager with the creation of engaging and effective e-marketing communications, including pre and post-show e-mails.
- Developing and implementing reciprocal marketing initiatives with external organisations both within and outside of the cultural sector.
- Leading on the promotional delivery of selected campaigns and all assisted performances (including captioned, audio described, BSL and relaxed performances), in close consultation with the Marketing Manager and Associate General Manager.
- Staying up-to-date with best practice around marketing accessibility, and introducing new ideas and approaches to ensure the content we create and disseminate is as accessible as possible.
- Proactively researching, identifying and engaging with new audience groups and communities, feeding into the delivery of the theatre's audience retention and development strategy.
- Confidently using our CRM system (Spektrix) to report, segment and generate statistics on audiences and sales.
- Attending and assisting on all season-related events such as press nights, Trustee receptions, stakeholder entertaining, and marketing events, including video/photo shoots.
- Covering Stage Door as and when required.
- Any other duties as reasonably requested by the Marketing Manager or Director of Communications & Audiences.



Person Specification

We are looking for a motivated team player to join our small group of permanent staff; someone who thrives in a fast-paced environment and is looking to further their experience in theatre marketing.

Essential:

- Demonstrable experience of supporting the delivery of marketing and communications campaigns in the arts and/or cultural sectors.
- A strong understanding and experience of managing an active social media presence across a range of platforms.
- Experience of creating digital marketing content.
- Experience of supporting audience retention and development initiatives.
- Excellent skills in both written and oral communication, including copy writing.
- Excellent organisational skills, with a great eye for detail and exemplary proofreading skills.
- 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.
- 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 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.

If there are some skills in the Essential criteria that you do not currently have but feel you could learn and develop for this role, please still apply and note this in your application.



Terms & Conditions

Job title:	Marketing Officer.
Responsible to:	Marketing Manager.
Working closely with:	Director of Communications & Audiences. 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, Inner Circle, Regent's Park, London, NW1 4NU. Remote working possible at times out of season, subject to agreement with Line Manager.
Salary:	In the region of £28,000 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 bars 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.



“TALL TREES FORM A PROTECTIVE BOSKY GLADE AROUND THE OPEN AIR THEATRE'S AMPHITHEATRE AND, AS DARKNESS ENCROACHES, THERE IS NO MORE GLORIOUS PLACE TO GET ONE'S FILL OF CULTURE”

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How to Apply

To apply for this role, please download and complete the Personal Details Form and Application Form from our website (openairtheatre.com/jobs), and return to jobs@openairtheatre.com by no later than **10am on Monday 2 December 2024**. Should you prefer to answer the questions in the Application Form by submitting a video of yourself (lasting no more than 10 minutes) or a voice note (lasting no more than 10 minutes) instead of a written form, then please do.

First Round interviews are currently scheduled to take place on **Monday 9 & Tuesday 10 December 2024**. We will notify you either way if you have been selected for interview or not.

Second Round interviews, if required, are currently scheduled to take place at the beginning of w/c **Monday 16 December 2024**.

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 socioeconomic 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.

Please click the following link to complete the survey which will help us to effectively monitor our Equity, Diversity & Inclusion work by identifying barriers to working or engaging with Regent's Park Open Air Theatre:

<https://www.surveymonkey.com/r/T83HXNK>.



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

Times



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