

SHAKESPEARE NORTH PLAYHOUSE

JOB DESCRIPTION

MARKETING MANAGER

Shakespeare North Playhouse, 'Theatre Building of the year 2023', is a unique new arts venue, which opened in the summer of 2022. It presents a vibrant contemporary cultural and learning programme featuring home co-produced and visiting performances, as well as comedy, music, community work, hire and events and a range of education and training activities.

The Shakespeare North Trust (SNT) is the operator of the new Shakespeare North Playhouse in Prescot, Knowsley. Audiences are at the heart of Shakespeare North Playhouse - from the people and communities of Prescot and Knowsley to those visiting the region.

The Audiences Team play an essential role both in selling tickets to the many performances and events at Shakespeare North Playhouse, and also in promoting the broader activities and impact of the organisation.

As a small team, we strive to create excellent customer experiences in all aspects of our work, whether that be with our artists, our audiences, participants in our creative engagement programme, or users of our spaces and facilities.

We are looking for a Marketing Manager to plan and oversee the organisation's marketing activities and campaigns. You will be flexible and agile in your approach ensuring that all marketing operations are successful in meeting audience and revenue targets. The ideal candidate will have a passion for placing audiences at the heart of their campaigns, encouraging them to take notice and engage with Shakespeare North Playhouse and all that it has to offer. The successful candidate will also develop and implement audience development initiatives for the organisation.

The role is perfect for someone who thrives in a fast-paced environment working across multiple projects simultaneously.

Examples of some of the key campaigns the Marketing Manager will lead on are as follows:

- Shakespeare North Playhouse brand focused campaigns (eg Seasonal Campaigns, Performance Garden Season, Studio Seasons)

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- Shakespeare North Playhouse produced and co-produced work for the stages (eg *Macbeth*, *Cinderella*, *Richard*, *My Richard*)
- Supporting visiting companies across the Performance Garden, Studio and Cockpit Theatre

Place of Work

The place of work will be Shakespeare North Playhouse in Prescot, Knowsley. Occasionally work will be required at alternative locations including partners with whom Shakespeare North co-produces.

Shakespeare North Playhouse operates a hybrid working policy by agreement with your line manager. As an operational venue there is an expectation for all roles to have a strong presence within the venue regularly.

Reporting Relationships

The post-holder will report to the Head of Audiences for Shakespeare North Playhouse.

The post-holder will have direct line management responsibility for the Marketing and Communications Assistant.

Salary and Hours of work

Shakespeare North's full-time employees work a 40 hour week normally over 5 days. Due to the nature of this role, however, and to meet the demands of the building, the post holder will need to be flexible in their approach to work. Evening and weekend work will be required at times. The full-time salary will be up to £30,000 per annum, depending on skills and experience.

Job summary

The Marketing Manager will lead the development and delivery of engaging, creative, and integrated campaigns that grow new audiences, deepen loyalty and engagement, meet ticket sales targets, and elevate the profile of Shakespeare North Playhouse. With a strong focus on digital, the role ensures that digital marketing best practices are embedded across all activity, using data-led insights to drive audience growth and maximise revenue.

The post includes direct line management of the Marketing & Communications Assistant, requiring confident leadership and a commitment to fostering a collaborative, supportive team culture.

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Digital

- **Email Marketing** Lead the strategic approach to email marketing and automation through DotDigital. Plan, design, and deliver email campaigns across all areas of the organisation. Ensure all communications are well-segmented, engaging, mobile-responsive, and compliant with GDPR and accessibility standards.
- **CRM, Data & Personalisation:** Use audience data from Spektrix and other platforms to drive segmentation, personalisation, and targeted communications. Collaborate with the wider team to streamline data flows and enhance campaign effectiveness. Manage data queries, handle exports, and ensure accurate audience suppressions.
- **Paid Digital Media:** Lead the strategy, planning, execution and optimisation of paid digital media (Meta, Google Ads, display, etc.). Monitor performance and continuously refine targeting and spend to maximise ROI and support organisational goals. Pinpoint and optimise high-converting audiences for paid social campaigns on Facebook, Instagram, and TikTok.
- **Paid Search & Google Ad Grant:** Manage the relationship with our external digital agency to deliver Google Ad Grant campaigns. Oversee any additional PPC activity to ensure maximum value for money and impact.
- **Social Media & Organic Content:** Plan, schedule and develop organic content across all social media channels. Ensure that digital content aligns with campaign goals and reflects the brand's tone, style, and values.
- **Website & Content Management:** Oversee the management, development, and continuous optimisation of Shakespeare North's website. Ensure an exceptional user experience, with content that is accessible, technically robust, and search-engine optimised. Manage relationships with web developers, content creators, and external suppliers to ensure high standards and smooth delivery.
- **Data, Reporting & GDPR Compliance:** Collaborate with the Head of Audiences to analyse data and apply insights to optimise campaign planning and reporting. Ensure full compliance with GDPR across all digital activity and data handling.

Campaigns

- Work across multiple and varying campaigns developing and delivering effective, creative and integrated marketing campaigns. Driving sales, engagement and delivering on audience and revenue targets across all aspects of Shakespeare North Playhouse's operation. (Digital and non-digital media and methods implemented appropriately across all campaigns)

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- Ensure accessibility and inclusivity is integrated throughout all marketing campaigns
- Work collaboratively with the Media and Communications Officer to ensure full integration across campaigns and maximise media moments
- Manage budgets and expenditure; reporting regularly on effectiveness of activity. Evaluate and report on the effectiveness of marketing campaigns. Produce, analyse and report on sales data.
- Create briefs/ concepts and liaise with a Graphic Designer/ Design Agency in creating the images and marketing collateral for Shakespeare North Playhouse Produced projects.
- Coordinate photo shoots for promotional imagery and liaise with relevant creative teams for image sign off
- Write copy for a variety of platforms that is on brand and in line with the organisation's tone of voice.
- Work with external agencies and stakeholders such as media agencies
- Ensure consistent use of brand guidelines in all marketing communications.
- Support the Head of Audiences on the development and delivery of marketing and audience strategies

Audience Development

- To develop and implement specific programmes/ initiatives to engage with audiences in the local area
- Develop and implement audience development campaigns designed to encourage first-time attenders to Shakespeare North Playhouse
- In conjunction with the Head of Audiences develop specific pricing initiatives for under-represented groups in our audiences, to support attendance at events/ in our building.
- To utilise the Audience Agency's Audience Finder dashboard as a key tool for identifying audiences to target in our area

Leadership/ Management

- Directly manage, mentor, and develop the Marketing and Communications Assistant.
- Conduct regular performance reviews, set objectives, and provide ongoing feedback.
- Foster a positive team environment, encourage collaboration, and support professional development.
- Address any performance issues promptly and effectively.
- Ensure team alignment with overall brand strategy and business goals.
- Manage freelance professionals, eg PR Agency.

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Personal Specification

- 3 years' experience planning and delivering marketing and communications campaigns to grow audiences and drive sales in sectors such as theatre, visitor attractions, hospitality, leisure, heritage, or museums.
- Skilled in using CRM systems within a marketing context.
- Proven experience in paid digital marketing, social media, SEO, and PPC campaigns.
- Experience collaborating with media buyers, advertisers, and designers.
- Strong copywriting skills for promotional content.
- Confident working directly with clients, providing marketing support and guidance.
- Passionate about audience development and expanding access to the arts.
- Highly proficient in Microsoft Office (Word, Excel, Outlook).
- Organised, deadline-driven, and solutions-focused.
- Flexible and proactive, with a willingness to work evenings and weekends as needed.

This job description is intended as a guide to the duties expected of the post-holder. These duties may be reviewed from time to time to meet the needs of the business.

This job description is not contractual

As a new organisation Shakespeare North Playhouse will inevitably change as we grow and develop over the coming years. Any new appointees will be required to show a flexible approach to this process – which may involve revisions around job description, titles, roles and departmental structures.

How to Apply

If having reviewed the job description and information about the Shakespeare North Playhouse you consider yourself to be a good fit for this role, please email a CV, a cover letter of application and completed equal opportunities form to recruitment@shakespearenorthplayhouse.co.uk

The cover letter of application should be of no more than 2 sides of A4 addressing how your experience matches the role description, why you are interested in the role and why you think your skills and experience would make you a good candidate. Alternatively, you may submit a video/audio file of no more than 10 minutes in length. You can do this via WeTransfer or an alternative file transfer service.

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The closing date for applications is **Monday 28 July 2025**

Diverse representation

We encourage and welcome applications from people whose background and experience are underrepresented in the cultural sector. We are committed to inclusive working practices and understand there may be barriers people face when considering an opportunity like this. If you are interested in applying for this role but feel there are things that may prevent you from getting involved, please get in touch and let us know how we can support you in making your application and throughout the selection process.

Equality Monitoring

Please provide equality monitoring information on the form provided so that we can monitor the Shakespeare North Trust's equality policy and practices. The information you provide will not impact on the consideration of your application and will be used solely for the purpose of monitoring.

Data Protection

Information provided by you as part of your application will be used in the recruitment process. Any data about you will be held securely with access restricted to those involved in dealing with your application in the recruitment process. Once the process is completed the data relating to unsuccessful applicants will be stored for a maximum of 6 months and then destroyed. If you are the successful candidate, your application will be retained and form the basis of your personnel record. By submitting your application, you are giving your consent to your data being stored and processed for the purpose of the recruitment process, equal opportunities monitoring and your personnel record if you are the successful candidate. In submitting your application, we will assume that consent by you is given. We refer you to Shakespeare North's job applicant privacy notice which you should read before applying for this role.

If you have any questions or would like to have an informal conversation about the role before applying, please contact us via email at recruitment@shakespearenorthplayhouse.co.uk