

Head of Marketing, Media and Communications
Playful Entertainment Ltd
Job Description

Overview

The Head of Marketing is a dynamic, creative, strategic and sales-focused senior management role responsible for the delivery of marketing, media and communications campaigns across Playful's own productions in the West End and on tour nationally and internationally (**The Productions**). There may also be some liaison with shows that Playful general manages. In close collaboration with the Playful team, co-producing partners, specialist consultants, and marketing and press agencies the Head of Marketing, Media and Communications delivers innovative and effective campaigns, maximising income, collecting data, developing the diversity of audiences and making economies of scale across all Production.

The Head of Marketing, Media and Communications will also play a senior role at Playful and a key role in the strategic development of the Playful brand.

Reports to

The Directors. Line Manager: Nia Janis

Working closely with

Playful Directors (**Directors**), Co-producing Partners; Associate Producer(s) and the development team; Playful Senior Management Team (the **SMT**); Production Coordinators, Production Assistants, and office staff (**Colleagues**); Specialist consultants, marketing and press agencies (**Third Parties**); venue marketing and box office teams and ticket agents

Marketing campaigns

- Advise Directors, producers and co-producers on the selection of the appropriate marketing, ticketing and PR teams for each production in the West End, on tour in the UK and on international productions
- Take a holistic view of the work undertaken on all productions to deliver efficient, effective use of resources, increasing impact wherever possible
- Lead on the briefing process for marketing campaigns in direct collaboration with the Directors, SMT and Third Parties for all Productions
- Lead on tailoring and development of marketing campaign planning across different media including digital, print, emails, e-shots, advertising, FOH signage, podcasts, rehearsal videos, EPKs, promotions, ticket agents etc. and other appropriate content for all Productions
- Lead on design of artwork and signing off on all marketing assets
- Set timelines and manage efficient delivery of marketing campaigns across all Productions
- Act as brand guardian for all Productions to ensure consistent communication of marketing campaigns and ensure the integrity of brands is always maintained and promoted
- Cultivate and maintain exceptional long-term relationships with all Co-producing Partners, and Third Parties engaged on marketing campaigns
- Contribute to Playful's marketing strategy and play a key senior management role in the continuing evolution of the Playful brand

Social and digital media

- Lead on developing the use of digital and social media to promote and share Production campaigns and updates with audiences across an appropriate range of online platforms with Third Parties
- Develop a CRM programme to support all Playful productions, using data analysis and insights to strengthen audience understanding, support forecasting and identify opportunities for growth
- Manage and maintain accurate updates across social media channels including Twitter, Facebook, Instagram, etc
- Oversee the development of Production websites with relevant Third Parties
- Manage information on Playful's website and social media channels and monitor Playful's on-line reputation.
- Monitor and manage information on Playful's Productions websites and social media channels for all Productions' ensuring content is up to date, correct and appropriate with relevant Third Parties

Press and communications

- Lead on the co-ordination of press and communications campaigns in direct collaboration with Directors, Co-Producing Partners, the SMT, and Third Parties for all Productions
- Oversee and advise on delivery of Press and Media nights with Colleagues and Third Parties
- Manage Playful's press and communications and ensure Playful's brand and its Directors' images are always maintained across external communications throughout the world.
- Act as spokesperson and ambassador for Playful as required

Reporting and evaluation

- Provide regular updates on all aspects of Production campaigns to the Directors, SMT and Co-producing Partners with an efficient and consistent approach
- Deliver detailed sales evaluation to demonstrate the effectiveness of marketing campaigns
- Compile sales reports and disseminate information to the Directors, SMT and Co-producing Partners

Management and finance

- Collaborate with Producers, General Managers and Production Accountants to set the marketing budget for each Production
- Manage agreed marketing campaign budgets ensuring that processes are efficient and transparent
- Manage campaign budget tracking with a focus on creating efficiencies and value for money
- Support the marketing, communications and media responsibilities of Production coordinators and assistants, developing their skills and encouraging them to gain experience in all aspects of theatre marketing
- Contribute relevant expertise to business planning, strategy and reporting for Playful
- Manage media buying across all productions to ensure lowest costs
- Make sure savings from economies of scale and other efficacies are achieved across all Productions
- Act as named data controller for Playful and devise and keep up to date the company's Data Protection Policy, Privacy Notice and Cookies Policy and ensure all use of personal data is compliant with GDPR legislation. Ensure Box Office data is acquired on all shows for future exploitation by Playful on all other productions

Audience development

- Identify opportunities for initiatives for audience development and sales maximisation on all Productions

- Identify underrepresented audience groups and actively develop and promote campaigns to target new audiences
- Actively work to increase the diversity of audiences for all Productions and ensure an inclusive approach to all campaign communications in collaboration with any consultants
- Constantly challenge and evolve campaigns to be more efficient and effective in reaching audiences in response to sales and audience behaviour
- Oversee accessible communications and performances (audio described, BSL interpreted, relaxed performances) for all Productions

Sales, ticketing and venue collaboration

- Advise on setting optimum performance schedules, ticket pricing and sales targets
- Manage accurate and timely set-up for priority and public booking periods with venues
- Efficiently manage inventory and dynamic pricing to maximize income on all Productions
- Advise on timing of Production announcements
- In collaboration with the Production Accountant and venue box office constantly evaluate sales performance and consider initiatives and tactics to improve occupancy
- Maximise income from Productions working to hit box office targets with the ambition to exceed them on each Production
- Collaborate closely with venue marketing and press teams to deliver coherent campaigns
- Maintain excellent and long-term relationships with venue marketing, press, box office and FOH teams
- Maintain good relations with all ticket agents and group agents and negotiate best terms with them across all productions

General Duties

- Organise and attend all campaign meetings as Playful's senior representative
- Act as the lead point of contact for all day-to-day campaign matters
- Co-ordinate activities across all Productions ensuring consistency and that each benefits from the others
- Ensure the accuracy of all campaign content
- Ensure all campaigns are integrated across all Productions
- Positively promote Playful and all its Productions
- Attend previews, Press and Media nights and other events
- Attend workshops, readings, read-throughs and dress rehearsals as required
- Keep abreast of productions opening and general trends in the West End
- Keep abreast of other productions in the West End and on Tour
- Keep up to date with advances in the industry
- Attend Playful staff meetings, training and other events which may take place outside normal working hours
- Carry out all personal administrative work generated by duties in this job description
- Any other duties as reasonably requested to carry out

Whole company responsibilities

- Commit to creating and upholding a positive, inclusive culture that nurtures potential and supports well-being
- Reduce Playful's environmental impact
- Be aware of, implement and adhere to office Health and Safety policies

Covering and Deputising

Provide holiday and out of office cover for Colleagues' marketing, media and communications duties as required

Annual Holiday

20 days' holiday during each holiday year, pro-rata to the length of the engagement, in addition to all Bank and Public Holidays

Working Hours

Normally 10am to 6pm Monday to Friday but out of hours work will be expected as necessary

Contract

Initially fixed term for six months. Thereafter, the contract will be extendable on a rolling basis. Subject to an initial three-month probationary period

Salary and Notice Period

According to experience

This job description may be amended from time to time in line with the demands of Playful's varied production portfolio.

Person Specification

Essential Attributes

- An affinity for the mission, vision, and work of Playful and a passion to play a key role in shaping and achieving the company's success
Three to five years' experience of leading innovative, first-class, successful marketing campaigns in a senior marketing role within an arts organisation or in the West End and on tour
- Proven record of achieving financial sales targets
- Extensive experience managing strong working relationships with a wide range of stakeholders
- Expertise in reaching a diverse range of new audiences and ability to evaluate interest
- Up-to-date knowledge of sales, box office systems and data-analysis techniques and experience of applying them and utilising findings effectively to inform decision-making
- Up-to-date knowledge of the latest digital and social media, marketing, and communications techniques
- Data literate, taking an evidence-based approach to digital and social media marketing
- Highly collaborative, diplomatic with the ability to develop excellent relationships with Directors, the SMT, Colleagues and other venues in the UK and internationally
- Strategic and creative thinker, a confident problem-solver and decision maker
- Ability to write top quality first class copy for all Productions
- Excellent project and time management skills with the ability to work on a very varied and heavy workload and to juggle competing priorities
- Strong financial and commercial skills, highly numerate with proven analytical skills and budget management
- Exceptional writing and copywriting skills with absolute attention to detail
- Excellent eye for detail and exemplary proofreading skills

- Good negotiation, influencing and presentation skills with the ability to communicate to and persuade multiple stakeholders
- Positive resilient attitude with a high level of self-motivation
- Tact, diplomacy and discretion
- A flexible approach to working hours
- A sense of humour
- A willingness to work as part of a team and cover other roles as necessary
- Advanced skills in Microsoft Word, Outlook, Excel and PowerPoint and use of the internet

Desirable Attributes

- Proven ability to deliver work within budgetary constraints
- Knowledge and experience of GDPR procedures and legislation
- Experience of working with UK regional venues
- Education to degree level