



## Job Description

<b>Job Title:</b>	<b>Marketing &amp; Internal Communications Officer</b>
<b>Department:</b>	<b>Communications</b>
<b>Contract:</b>	<b>Permanent</b>
<b>Reports to:</b>	<b>Head of Theatre Marketing</b>
<b>Line manages:</b>	<b>Responsibility for Commercial &amp; Communications Assistant on Internal Communications work stream</b>

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### **Background:**

Shakespeare's Globe is a unique international resource dedicated to the exploration of Shakespeare's work and the playhouse for which he wrote, through the connected means of performance and education. Together, the Globe Theatre, Globe Exhibition & Tour and Globe Education seek to further the experience and international understanding of Shakespeare in performance. The Communications Department is responsible for raising awareness of Shakespeare's Globe to increase audiences, visitor numbers and revenue.

### **Purpose of role:**

**Marketing:** To work with the Head of Theatre Marketing and members of the Communications department to implement an overall marketing plan for Theatre at Shakespeare's Globe and to develop and implement specific marketing plans for the Theatre seasons to increase awareness, attendance and revenue.

**Internal Communications:** To lead on the ongoing implementation of our Internal Communications strategy that contributes to staff at Shakespeare's Globe feeling informed, involved and engaged in all aspects of our work.

## **Principal Responsibilities**

### **Marketing:**

- Work with the Marketing and Digital teams to plan and implement innovative, creative and effective marketing campaigns for the Theatre seasons in Shakespeare's Globe's two performance spaces – the Globe Theatre and the Sam Wanamaker Playhouse – as well as assisting with marketing campaigns for Globe on Tour and Globe on Screen, and Theatre events that take place offsite.
- Plan and implement strategic marketing campaigns, and manage the budget for specific production/event campaigns as assigned.
- Support the marketing of the candlelit concerts and special events in the Sam Wanamaker Playhouse and develop/nurture relationships with partners and stakeholders in the theatre and music industries.
- Source and liaise with relevant partners for promotional and marketing opportunities.

- Evaluate the effectiveness of marketing campaigns and promotions through the analysis of audience/sales data, survey results and other analytics.
- Write and proof-read copy for promotional assets such as leaflets, brochures, email newsletters and the website.
- Work with the Commercial Director, Head of Theatre Marketing and Senior Marketing Officer, as well as the Head of CRM & Brand, to uphold and profile the Shakespeare's Globe brand (specifically with reference to graphic identity).
- Work with external partners such as photographers, printers, direct mail distribution houses and agencies to fulfill marketing campaigns.
- Work closely with the Press and PR team, the Digital team, the Design team, the Box Office team and the Theatre (production) team (as well as other departments within Shakespeare's Globe as appropriate) to ensure that campaigns and promotions are executed efficiently and approved by the relevant internal stakeholders.
- Work with the Marketing Assistant to present the Theatre seasons effectively in the Front of House areas.
- Undertake any other reasonable duties as requested by the Head of Theatre Marketing or Commercial Director; where appropriate to respond to requests from Theatre staff (and to keep the Head of Theatre Marketing informed of all such requests); and also occasional duties to assist the Communications department.

#### **Internal Communications:**

- Lead on the implementation of the Globe's Internal Communications strategy, working closely with the Commercial Director, Head of Theatre Marketing, Head of CRM & Brand, HR, the Chief Executive's office and departments and working groups across the organisation as appropriate.
- Manage the Commercial & Communications Assistant on workstreams related to Internal Communications (NB the Commercial & Communications Assistant is line-managed by the Commercial Director).
- Ensure that the effectiveness of the Internal Communications strategy is regularly being analysed and evaluated, and that this informs future activity.
- Take responsibility for reporting back on the effectiveness of our approach to various stakeholders and staff across the organisation.

#### **Person Specification**

##### **Essential**

- Experience working in a marketing environment and an awareness of current and ongoing marketing trends.
- Excellent verbal and written communication skills, with an eye for detail and creative flair.
- Skilled at working under pressure and delivering to tight deadlines, reporting to multiple stakeholders, including Senior Management Team and Executive Committee.
- Comfortable interacting with and seeking input from all areas of the organisation in a diplomatic and tactful way.
- Strong influencing and presentation skills to ensure that recommendations are put forward in a persuasive way, with delivery tailored appropriately to the audience.

- Demonstrate empathy with staff from all departments across Shakespeare's Globe to understand their Internal Communications needs.
- Strong project management skills to ensure smooth delivery of long-term Internal Communications strategy, while also quickly and effectively implementing short-term tactics.
- Analytical and rigorous in evaluation of campaigns and strategies.
- Experience in briefing designers and other external suppliers.
- Self-motivated and proactive, and a good team player with the foresight to plan ahead.
- Demonstrable experience of liaising and managing day to day relations with external suppliers.
- Regular user of common Microsoft Office programs including Word, Excel, Outlook and Powerpoint.

#### **Desirable**

- Experience of marketing within the arts, culture, heritage or not-for-profit sectors.
- A strong interest in the Theatre industry and community.
- Experience of working with a ticketing or box office system.
- Experience of managing team members on individual projects.
- Experience of working on Internal Communications.

#### **Recruitment Information and Terms and Conditions**

##### **Full Time / Permanent Appointment**

[A full set of terms and conditions will be supplied with a contract of employment]

**Hours:** 35 hours per week (exclusive of lunch breaks). Additional hours at evenings and weekends may be required for which time in lieu may be granted. There are no extra payments for additional hours worked.

**Salary:** Circa £24,000 per annum, dependent on experience

**Holiday:** The annual holiday leave is pro rata of 25 days per calendar year plus Bank Holidays.

**Benefits:** Discount in the Globe shop and onsite restaurants/cafes; free entry to Shakespeare's Globe Exhibition and to selected Globe Education events; season ticket loans available; eye test scheme; childcare vouchers scheme; SGT will auto-enrol eligible staff into a pension scheme, with required employer contributions.

#### **Note**

**This job description is not a contract but is provided for an employee's guidance on the way in which the duties of the post are to be carried out. The content of the job description may change from time to time and the employee will be consulted over any substantial changes.**

**As a term of employment you may be required to perform work not specifically mentioned above commensurate with the scope of your role within the Shakespeare Globe Trust.**