



JOB DESCRIPTION

POSITION:	Head of Marketing
REPORTS TO:	Marketing and Communications Director
WORKS CLOSELY WITH:	Ticketing, Programming, Commercial Teams
LINE REPORTS:	3-4

SUMMARY

Really Useful Theatres Group

Really Useful Theatres Group owns and operates seven commercial theatres*, six of which are in London's West End as well as the recently reopened The Other Palace based in London's Victoria. Our theatres are some of the most prestigious and desirable in the world, including the iconic London Palladium and the stately Theatre Royal Drury Lane.

Our theatres vary in size and seating capacity, ranging from 2,300 seats at the auditorium at the London Palladium, to the intimate Studio at The Other Palace for 120. The Really Useful Theatres Group plays host to some of the world's best musicals, as well concerts, comedy and events.

Musical theatre is the largest market segment in UK theatre entertainment and the Really Useful Theatres Group is the largest operator of musical theatres in London. Approximately 1 in 3 of all visits to a London musical is to a Really Useful Theatres Group theatre.

Current shows in our theatres include Matilda, Kinky Boots, School of Rock and the world famous The Phantom of the Opera, which has been running for over 30 years.

The Group is wholly owned by Andrew Lloyd Webber; one of the greatest composers of our time.

* Adelphi Theatre is owned in association with Nederlander International Limited.

PURPOSE OF POSITION

A pivotal role in the Marketing and Communications Team, the Head of Marketing will be heavily focused on driving tickets sales and spend per head. In order to achieve this, the role will be customer centric, focussing on data and research to deliver valuable insight back to the business, whilst enhancing the customer experience throughout our seven theatres.



KEY ACCOUNTABILITIES:

1. **Strategy:** Work closely with the Marketing and Communications Director to define, plan and execute the annual marketing strategy and implementation plan with particular focus and responsibility for all aspects of the consumer journey.
2. **Driving Ticket Sales and Spend Per Head**
 - Create and implement the show marketing plan, ensuring it's laser focused on driving commercial return for all shows /venues within our portfolio. This will cover areas like:
 - CRM (with a significant focus on email)
 - Paid Media
 - Social
 - Content
 - Website
 - In venue media
 - Proximity (e.g. WiFi)
 - Develop and implement appropriate sales driving activities for both resident productions as well as a variety of diverse content (gigs, comedy, film, talkies etc).
 - Work collaboratively with agencies to deliver seasonal campaigns (creative, execution, review and evaluation).
 - Drive value of our owned channel and ensure conversion is optimised
 - Ensure both you and your direct reports are building strong relationships with appropriate external contacts including producers, promoters, agencies and industry bodies.
 - Oversee the delivery of a robust CRM strategy spanning email, proximity and social. Special focus will be given to email marketing
 - Attracting and engaging new audiences with compelling content across our digital channels.
3. **Consumer First**
 - **Insight:** Work with colleagues and external consultants to continuously increase knowledge and understanding of our audiences. Use data analysis and reporting intelligence produced by the Business Intelligence team to convert into powerful cross channel marketing initiatives.
 - **Customer Journey:** Take the lead in devising (and revising) customer journeys. Work with internal teams as well as external agencies to identify marketing and commercial opportunities through this process. Ensure, with your team, that all identified opportunities are being turned into work streams, implemented and performance reviewed.
 - **Tech enablement:** Work with the Marketing and Communications Director and internal teams to identify tools and technology required to maintain our 'customer first' approach e.g. marketing cloud solutions.
4. **Data Acquisition:** Deliver a data acquisition strategy and work with the wider marketing team to build effective campaigns to achieve the objective. Take responsibility for reviewing and evaluating the effectiveness of each activity and build learnings into future plans.
5. **Leadership:** Manage a team of three/four people. Demonstrate thought leadership and excellence in execution across the business.
6. **Brand Marketing:** Fully understand and advocate the core brand purpose to both internal and external stakeholders. Ensure the brand guardianship process is adhered to at all times throughout



the business and that everyone understands our brand belief. Work with them to create opportunities that bring it to life through every strand of our business.

7. **Performance Measurement:** Set clear and measurable KPIs. Deliver frequent performance reports and ROI modelling, including learnings and recommendations, to the Marketing and Communications Director.
8. **Budgeting and Analysis:** Assist the Marketing and Communications Director with annual budget planning process and oversee the management of annual departmental budget.

GENERAL:

- Continuously seek ways to improve personal, team and business performance.
- Ensure that all materials and resources are effectively and efficiently utilised in order to minimise waste and reduce costs.
- Undertake any other relevant duties or reasonable request as requested by the Marketing and Communications Director and any member of the senior management team.

KEY SKILLS:

- Relevant marketing experience including:
 - Proven success driving ticket sales;
 - Proficient in interpreting ticketing and trend reports;
 - Experience implementing measurable and effective sales driving marketing initiatives.
- Excellent project management skills with the ability to prioritise well and deliver efficiently, effectively and on time.
- Experience working in a fast paced marketing environment (experience in the arts /entertainment industry is desired but not mandatory).
- Good level of experience in and understanding of CRM (especially email and data-driven marketing).
- Deep understanding of digital marketing strategies and overall digital landscape as well as the ability to influence, lead and execute digital processes.
- Proven experience in turning analysis into insight and applying in to marketing strategy/campaigns
- The ability to think strategically but really get involved in the delivery process.
- Strong oral and written communication skills.
- Experience in managing external agencies.
- Positive with a “can do” attitude.
- Team player who enjoys working in a high achieving environment.
- Excellent attention to detail.
- Experience of directly managing others.
- A commitment to delivering the best.