**Introducing the Dukes**

The Dukes was founded in 1971 as the only producing theatre in Lancashire. The Dukes is committed to bringing high quality live performance and cinema, creative engagement, and amazing audience experience to Lancashire.

The Dukes Playhouse Trust, which is a registered charity, manages the Dukes and company limited by guarantee and is core funded by Arts Council of England and Lancaster City Council. This accounts for approximately 30% of turnover. Earned income is generated through box office, room hire, and fees and projects are supported by grants and an expansive programme of individual giving and corporate sponsorship.

**The Venue** - The Dukes has three core performance spaces, The Rake, The Round and Moor Space. The Rake is a traditional end on theatre and cinema space seating 313, The Round is a unique purpose built in the round theatre space with 234 seats whilst Moor Space is the studio space situated up Moor Lane and seats up to 100 people.

**The Programme** - The Dukes is Lancashire’s only producing theatre with a ‘Homegrown’ Christmas performance and Play in the Park at Williamson Park. We also work in co production/in association to create work with artists. As a presenting theatre and independent cinema, the programme includes drama, dance, family theatre, comedy, and a range of film from across the world.

The Dukes works to support talent development. Working with local artists to support creative work made in and for Lancaster as well as artists from across the region. We provide R&D space and support and work with artists to facilitate the creation of new work.

Our engagement work is presented in six strands: early years, young people, older people, hard to reach, talent development and schools. We offer distinct and inclusive participatory opportunities for all ages within the community for all ages within the community as well as other partner charities and organisations. Recognising that there are barriers preventing all ages form engaging with the arts we aspire to ensure our programme is accessible to all.

**The Team** - Staff are organised by departments: Programming, Marketing & Communications, Creative Communities, Technical, Visitor Experience and Finance. To see the full team you can head here: [**https://dukeslancaster.org/about-us/our-team**](https://dukeslancaster.org/about-us/our-team)

To learn more about the Dukes head here: [**https://dukeslancaster.org/about-us**](https://dukeslancaster.org/about-us)

**JOB DESCRIPTION**

**JOB TITLE:** Marketing and Communications Officer

**MAIN PURPOSE OF JOB**

Working as part of the Marketing Team, execute effective marketing, communications, and audience development campaigns for the Dukes across all parts of the organisation.

**WHAT ARE THE MARKETING TEAM LIKE?...**We are an innovative, friendly, welcoming team that are passionate about collaboration and achieving the best. We take calculated risks and try new things, which keeps our daily activity fresh and exciting. We are relaxed, but motivated, and are flexible in our approaches to work/life.

**WHO WE'RE LOOKING FOR**  
A passionate, motivated and eager individual who works well as part of a team and wants to learn. Development, feedback and training opportunities are available to help you progress or step-up into this role. Some evidence of previous marketing experience is expected when applying.  
  
**WHAT WE'RE LOOKING FOR IN OUR APPLICATIONS...**

* This role is within the marketing team so proven experience or understanding of marketing is required.
* You'll be asked to use lots of different digital tools and technology from the Adobe Suite to Canva to a CRM & Ticketing System so evidence of using different platforms is key, or evidence of your ability to learn quickly.
* We’re writing copy everyday, and our emails are always full of articles, so copy writing and proof-reading skills are a great skill to have.
* It's busy here, with over 1000 events on stage and cinema a year so effective time management and managing several priorities at once is really helpful.
* It's a creative team and each one of us has different skills that contribute to that team, so experience of creating digital content or having a creative approach would be great.
* If you have experience of managing your own campaigns and budgets, that will be really useful.
* Experience working with data - we look at this everyday to make sure what we're doing is working.
* Experience of email marketing and driving customer engagement and sales through email campaigns, this is a big part of the role and a central one to the team.

**Desirable**

* An interest in marketing and sales.
* Storytellers, creators, social media enthusiasts that have a focus on using this skill for marketing purposes.
* An interest working in the arts/cultural sector.
* Knowledge of design packages & marketing strategies.
* Ability to apply feedback quickly and adapt to a fast paced environment.

**PERSONAL ATTRIBUTES**

* Positive approach.
* Strong communication skills.
* Highly organized.
* Problem solving skills.
* Team Player.
* Strong interpersonal skills.
* Attention to detail.
* Proactive.
* Innovative.
* A willingness to learn and develop.
* Solutions focused.

**POSITION IN ORGANISATION**

* Line managed by the Head of Marketing & Communications.
* Communicates with all departments.
* Communicates with partners, stakeholders in house and visiting companies.

**WHAT THE JOB LOOKS LIKE...**

* You'll be delivering marketing campaigns to promote and sell both touring and in-house productions.
* You will be central to devise & co-ordinate the marketing campaigns for film, theatre, and other activities alongside the team.
* Campaigns come with budget, and you'll be asked to manage campaign budgets on occasion.
* As part of the team you will provide forecasts, reporting and analysis on sales and explore how to maximise or increase income opportunities.
* Produce reports for and provide information to the Head of Marketing & Sales with regards to your campaign outcomes.
* Liaise with external parties including suppliers and visiting companies and other relevant parties. This will involve building rapport and maintaining a positive relationship with those you communicate with.
* This role is overseeing our social media marketing and you'll be asked to plan, create and implement social media content driving customer engagement and sales, co-manage subscriber databases and analyse email campaign performance. You'll be central to ensuring the brand voice is consistent across all platforms while executing the current social media strategy.

**KEY RESPONSIBILITIES**

**Programme Marketing**

* Responsible for the planning, implementing, managing, reporting and analysis of campaigns supported by the Head of Marketing and Communications.
* Plan and organise distribution of marketing materials maintaining contacts as needed.
* Oversee the social media communications, monitoring social inboxes etc…
* Plan, create and implement campaigns driving customer engagement and sales, co-manage subscriber databases and analyse content insights.
* Write copy and proofread copy for visiting productions, in house productions, film programme and other activities.
* Create and distribute press releases with follow up actions to maximise sales and exposure.
* To organise and host press events including press nights and photo calls as needed.
* Support the creation of marketing print assets including the season brochure.
* Ensure the website is up to date, accurate and engaging.
* Work with other departments, partners and freelance team members as needed.
* Liaise with visiting companies and film distribution companies with regards to marketing activity
* Manage and supervise the work of the freelancers as needed.

**Organisational Marketing**

* Work closely with the Visitor Experience and Creative Communities teams to develop marketing campaigns, assets and strategies for activities and programmes.
* Maintain the organisational branding on all materials.
* Support the activities digitally of partner organisations.
* Create new social media content developing the Dukes reach and output.
* Contribution of audience analysis and audience development strategies supporting the Head of Marketing & Communications
* Provide full marketing services to other departments as needed.
* Monitor the organisation’s social media accounts – creating content, scheduling posts and replying/forward queries.

**Other**

* Manage budgets as delegated by the Head of Marketing & Communications.
* Contribute to strategic planning of the organisation as needed.
* Attend training, conferences, and meetings on behalf of the organisation.
* Complete other task and duties in line with delivery of the organisation plan with support from the Head of Marketing & Communications.

**TERMS AND CONDITIONS**

**SALARY** £25,459 per annum

**HOURS** 39 hours per week.

Hours will be flexible and weekend work may be required. No overtime is payable but time off in lieu may be taken with agreement of line manager.

**HOLIDAYS** 20 days increased after two years of service to 25 days

**NOTICE PERIOD** 4 weeks

Standard terms and conditions of The Dukes