

# Marketing Manager

Application pack

**THE GRAND**  
THEATRE | BLACKPOOL



# Marketing Manager

## THE JOB

### Join the passionate team at Blackpool Grand Theatre as our Marketing Manager!

You'll be at the heart of our dynamic Audiences, Marketing and Sales team, driving exciting campaigns and supporting our Head of Audiences, Marketing, and Sales to achieve our ambitious vision to be a nationally recognised local resource committed to inspiring a life-long love of [the] theatre.

Working with the Data Insights Manager to review website data, Google Analytics (GA4), third party cookies (re-marketing) and HotJar to understand and evaluate the user experience for visitors to our digital platforms, suggesting refinements or upgrades.

An understanding of AI tools and its future within the arts using such platform examples as Gemini (Google AI) and Midjourney.

This fast-paced role offers the chance to lead and innovate, promoting over 150 productions, theatre tours, internal and external events, The 1894 Club, and award-winning programmes like the Story-led Resilience initiative.

If you're a practical, talented, and organised team leader, come make an impact with us in a fun and engaging environment. The Grand Theatre is the perfect place to elevate your career while enjoying the thrill of the arts!

## THE IDEAL CANDIDATE

### You will have a passion for the day-to-day operation and for managing a small team of skilled marketing professionals to work at their best.

You will be responsible for providing direction and guidance to team members, monitoring quality standards and offering feedback and support to ensure the delivery of tasks to a high standard.

As an experienced marketing professional, you will be technically competent to work independently and deliver on projects. You will also know when it is appropriate to seek advice and input from others.

You will appreciate how effective collaboration and communication with producers, creatives and partners can enable the theatre to maximise revenue generation and optimise return on investment for visiting companies.

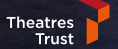
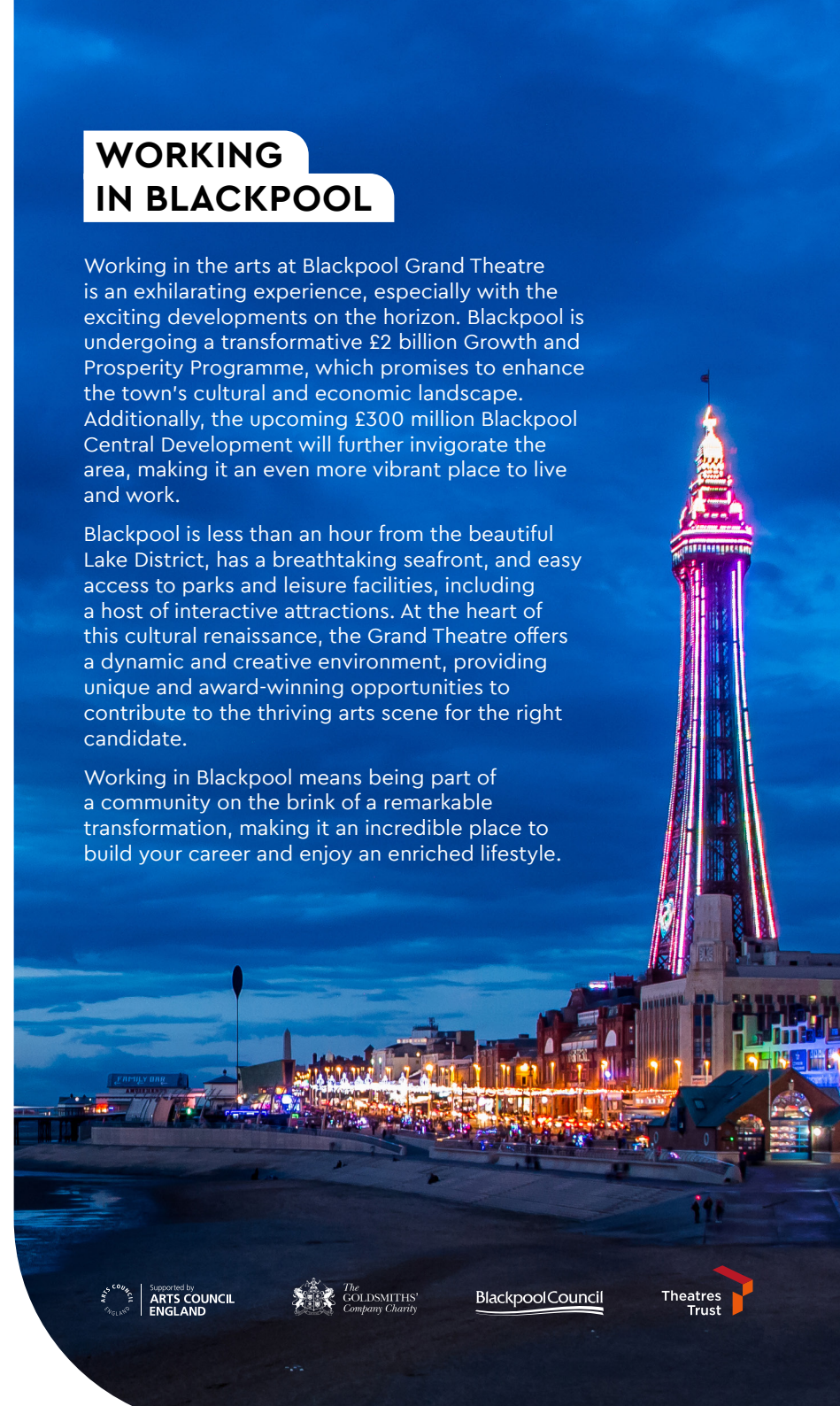
As a confident communicator, you will be an ambassador for the Blackpool Grand Theatre brand, promoting our activities, and building awareness amongst peers in the marketing industry and through local and regional business and professional networks.

## WORKING IN BLACKPOOL

Working in the arts at Blackpool Grand Theatre is an exhilarating experience, especially with the exciting developments on the horizon. Blackpool is undergoing a transformative £2 billion Growth and Prosperity Programme, which promises to enhance the town's cultural and economic landscape. Additionally, the upcoming £300 million Blackpool Central Development will further invigorate the area, making it an even more vibrant place to live and work.

Blackpool is less than an hour from the beautiful Lake District, has a breathtaking seafront, and easy access to parks and leisure facilities, including a host of interactive attractions. At the heart of this cultural renaissance, the Grand Theatre offers a dynamic and creative environment, providing unique and award-winning opportunities to contribute to the thriving arts scene for the right candidate.

Working in Blackpool means being part of a community on the brink of a remarkable transformation, making it an incredible place to build your career and enjoy an enriched lifestyle.



“

Blackpool Grand Theatre is at the heart of the cultural scene in the town, bringing fantastic shows to its audiences with many actors who have appeared on its stage going on to have hugely successful careers.

It also offers invaluable creative experiences to children and young people through its Grand Young Company and award-winning Story-led Resilience Programme helping to build confidence and skills. We're delighted to support the theatre as one of our National Portfolio Organisations and offer hearty congratulations on its 130th anniversary!

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Jen Cleary  
Arts Council England,  
Director North.



# RESPONSIBILITIES

## Team Management

- Manage the Marketing and Sales teams to achieve agreed targets, focusing on audience development, engagement and ticket sales.
- Develop the team to maximise their potential and contribution.
- Ensure the Box Office Manager utilises box office systems effectively and optimises sales opportunities, upselling/cross-selling as appropriate.
- Provide in-the-moment support and advice to team members in handling challenging communications through traditional and digital channels.

## Campaign Management

- Create campaign plans and commission unique genre-based or season-themed assets to increase the number of audience member visits per year.
- Create and implement comprehensive marketing campaigns for a diverse range of shows, while continually tracking success metrics and return on investment (ROI).
- Control department budgets.
- Build timely and accurate, data-led reports to enable informed decisions about future campaigns and activity.

## Digital Communication

- Checking customer email communications are engaging and effective, optimised for open rates, clicks and ticket sales; monitoring and evaluating their success for continuous improvement.
- Dealing with inbound departmental communication, in a timely manner, reaching a point of resolution acceptable to all parties.
- Work with the Data Insights Manager to review website data, Google Analytics (GA4), and HotJar to understand and evaluate the user experience for visitors to our digital platforms, suggesting refinements or upgrades.

- Regularly monitor and maintain the theatre's website functionality for 24/7 access, using the CMS and working with our web developers.
- In response to real-time data provide direction to the digital communications team for immediate action through social platforms that will address underperformances.
- Quarterly review with the Box Office Manager and Spektrix to ensure the theatre is data-compliant and is obtaining customer data at critical customer touch points.

## Administration

- Provide strategic advice and planning for ticketing requirements in collaboration with the Box Office Manager to ensure the best return on investment.
- Coordinate campaign assets to the agreed delivery timeline with producers and the Design and Content Officer.
- Oversee scheduling of marketing activity, create purchase orders, and asset collection with the Marketing Supervisor.
- Manage the Communications and Media Officer in the delivery of media events/interviews/releases and organic social messaging covering all aspects of the theatre including productions, partners, funders and creative development.

## Content Creation

- Collaborate with the theatre's design agency and Design and Content Officer to create engaging and vibrant marketing materials to manipulate revenue avenues and brand objectives.
- Champion and sign off Blackpool Grand Theatre's brand identity on all theatre materials to maintain brand accuracy and consistency.

## Event Coordination

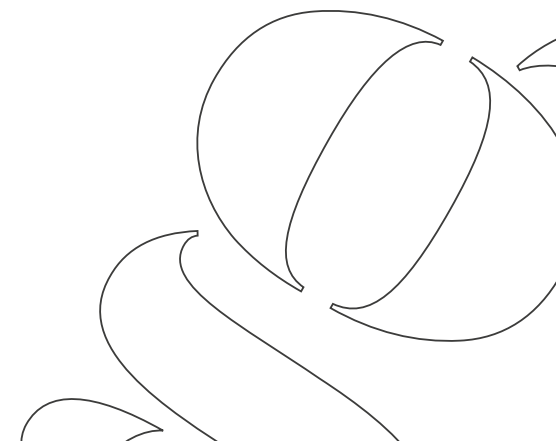
- Manage the creation and delivery of events and promotions, in a timely manner, with the specific aims of the promotion in mind. All events and promotions should uphold the theatre's brand identity.
- Coordinating the operational aspects of events with third parties.

## Strategic Focus

- Understand the strategic aims of the organisation and how marketing and sales have impacted the theatre's success.

## Organisation-Wide

- Represent the marketing and sales specialist function when contributing to organisation-wide initiatives.
- Demonstrate enthusiasm for exciting developments and initiatives happening within the organisation whilst raising awareness of lead times and the capacity to deliver unplanned activity.
- Anticipate and undertake additional duties as required to ensure the smooth running of the organisation.
- Adhere to theatre policies and actively participate in team and management meetings to stay aligned with our goals and contribute to our collaborative success.





## WHY JOIN US?

If you're a talented and organised leader, this is your chance to make a significant impact in a fun, engaging atmosphere while advancing your career. Be part of a community on the brink of remarkable transformation and enjoy an enriched lifestyle in Blackpool.

Being part of the Blackpool Grand means you will be working collaboratively with visiting partners including The Royal Shakespeare Company, English Touring Theatre, Sadler's Wells Breakin' Convention,

PW Productions, ATG Productions, UK Productions, Ramps on the Moon, and Children's Theatre Partnership. We work with leading marketing companies EMG, DR5, Chameleon, Showplanr, Bound and Gagged, and Helen Snell.

If you're enthusiastic, proactive, and passionate, we want you on our team!



### Employment

Full Time (40 hours inclusive of lunch break. If you are required to work on a public holiday you will be entitled to time off in lieu by arrangement with your line manager).



### Salary

£30,000 per annum (subject to experience).



### Holidays

20 days' holiday during each holiday year. In addition, you are entitled to 8 public holidays.



### Location

Blackpool Grand Theatre (you may on occasion be required to work from home or in other places around Blackpool).



### Reporting to

Head of Audiences, Marketing and Sales.

## PERSONAL SPECIFICATION

### Essential Criteria

#### Qualifications:

- A minimum of 5 GCSE grade A\*-C passes, including English and Mathematics.

#### Work Experience:

- At least 4 years of experience in marketing and sales functions.

#### Team Management Experience:

- 1 year (min) leading a team.
- Proven ability to lead, motivate, and develop a high-performing team.

#### Problem-Solving Ability:

- Effective problem-solving skills.

#### Communication Skills:

- Strong verbal and written communication skills, with the ability to effectively handle high-volume inbound communications.

#### Analytical and Reporting Skills:

- Ability to build data-led reports.
- Demonstrated skill in preparing reports for management use.

#### Adaptable and Proactive:

- Proven ability to actively monitor and respond to organisational developments, initiatives, and updates.

#### Campaign Management Skills:

- Demonstrated track record in creating and implementing comprehensive marketing campaigns, managing budgets, and tracking success metrics and ROI.

#### Digital Communication Proficiency:

- Expertise in optimising customer email communications and evaluating data.
- Proficient in developing and implementing cutting-edge social media strategies tailored to current trends and platforms.

#### Content Creation and Branding:

- Experience briefing and collaborating with design teams, animators, and videographers.

### Desirable Criteria

#### Qualifications:

- Bachelor's degree (or equivalent) in marketing, business, or related field.
- CIM qualifications.

#### Communication Skills:

- Manage interactions with journalists and celebrities.

#### Experience with Industry Partners:

- Experience in building long-term collaborative relationships with prominent partners and funders.

#### Technical Competence:

- Proficiency with CMS, ticketing systems (ideally Spektrix), and other relevant tools.
- Skilled in utilising Adobe Creative Suite software.
- An understanding of AI tools and its future within the arts using such platform examples as Gemini (Google AI) and Midjourney.

#### Event Coordination:

- Proven ability to manage the creation and delivery of events and promotions.

#### Strategic Focus:

- Has contributed to shaping the strategic aims of an organisation.

### Our Vision

Blackpool's Grand Theatre is to be a nationally recognised local resource committed to inspiring a life-long love of [the] theatre.

### Our Mission

We offer opportunities to enjoy, participate and learn through theatre.

### Our Values

Trustworthy | Respectful | Professional  
Open and Honest | Welcoming and Helpful.

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Blackpool Grand Theatre is the premiere presenting theatre in Lancashire with a range of strong and established local, regional and national partnerships. We are proud to be an Arts Council England National Portfolio Organisation and winners of the UK Theatre Award for Excellence in Arts Education. We pride ourselves on being a theatre for everyone, enriching the lives of people through our work in Blackpool and beyond. With an entrepreneurial culture and an enterprising team, we have ambitious plans: investing in our people, our programme of activity and our iconic Frank Matcham designed auditorium. There is no better time to join and build your career with us as we embark on the next stage in The Grand's story.

Adam Knight  
Chief Executive  
Blackpool Grand Theatre

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As we celebrate 130 years of vibrant performances and timeless stories, we should also honour the theatre's vital role in shaping our cultural landscape. The cultural arts are for everyone, and they are incredibly life enhancing and The Grand's beautifully rich arts heritage is something to be very proud of. Here's to the countless moments of inspiration and connection that await us in the years to come.

Alistair Armit  
Chair, Blackpool Grand  
Theatre (Arts & Entertainment) Ltd.

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Stephen Daldry's Multi-award-winning National Theatre production of JB Priestley's classic thriller *An Inspector Calls*.  
Photographer: Mark Douet.

## HOW TO APPLY

**Blackpool Grand Theatre aims to attract, develop and retain the best talent for all roles and will always appoint based on merit. We consider that diversity is good for the art we make, good for artists, good for audiences, and good for the cultural sector.**

Blackpool Grand Theatre is an equal opportunities employer. We value diversity in our workforce and positively encourage applicants from all sections of the community, particularly applicants under-represented across the arts workforce.

### How to apply:

Complete our application form and equal opportunities form. You must fill in this form **as CVs and covering letters are not accepted.**

### Closing date:

The deadline for applications is Thursday, 07 November, 12noon

### First Interview:

An initial TEAMS Interview will be held on Tuesday 12 November.

### Second Interview:

If successful, an In-person full-day interview/introduction will be held on Friday 22 November.

*[Candidates will be required to submit a video slide deck and talk through of an audience and marketing campaign which includes audience segmentation, budget and activity for Wednesday 20 November, 10am.]*

A third interview maybe requested (Monday 02 December).

We want to make sure that our application process is accessible to everyone, so please do tell us if you need any of this information in another format.

### Send in your application to us:

Email your application form to **[helenb@blackpoolgrand.co.uk](mailto:helenb@blackpoolgrand.co.uk)** using the subject line **MARKETING MANAGER** or post the form to; Administration  
Blackpool Grand Theatre,  
33 Church Street,  
Blackpool,  
Lancashire FY1 1HT

In your application, please tell us about your relevant skills and experience and how you meet the person specification.

Further information on how we use and store the data provided in your application form is available on our website **[blackpoolgrand.co.uk/jobs](http://blackpoolgrand.co.uk/jobs)**

## THE GRAND THEATRE | BLACKPOOL



Hofesh Shechter's compelling new work Shechter II.  
Photographer: Todd MacDonald.