

# Digital Media Lead

Application pack

**THE GRAND**  
THEATRE | BLACKPOOL



# Digital Media Lead

## THE JOB

**In recent years, Blackpool Grand Theatre has embraced a digital transformation, aligning with the needs of a rapidly evolving audience.**

With over 70% of patrons now booking online, the theatre is focused on ensuring its marketing strategies are not only current but also future-focused, catering to a digital-first generation. The Grand Theatre is committed to staying at the forefront of innovation, ensuring its campaigns and digital engagement resonate with the shifting preferences of modern audiences.

## THE IDEAL CANDIDATE

**As the Digital Media Lead, you will be instrumental in implementing the theatre's digital presence and engagement strategy.**

Working as part of the Audiences, Marketing, and Sales team, you'll lead the execution of cutting-edge paid advertising campaigns, optimise Google Ads and social media efforts, and craft targeted email marketing initiatives that captivate and engage audiences. Your work will directly impact the financial success of over 160 annual productions and help promote community projects and innovative programs.

This role is at the heart of the theatre's digital evolution, ensuring that every online interaction reflects the values and brand identity of the Grand Theatre. From engaging videos and interactive social media campaigns to personalised email outreach, your expertise will be crucial in creating a seamless customer journey that inspires new and returning audiences alike.

To maintain its position as a leader in arts and culture, the theatre is investing significantly in its digital marketing capabilities. This includes developing impactful, data-driven campaigns across paid social media, Google advertising, and email marketing channels. The goal is to create dynamic, memorable experiences that inspire connections, enhance customer loyalty, and drive revenue growth.

In this dynamic and fast-paced position, you'll collaborate with internal teams and external partners to implement innovative multi-channel strategies. Your creativity, analytical mindset, and commercial acumen will drive forward campaigns that not only elevate the theatre's digital footprint but also contribute to its long-term financial and reputational success.

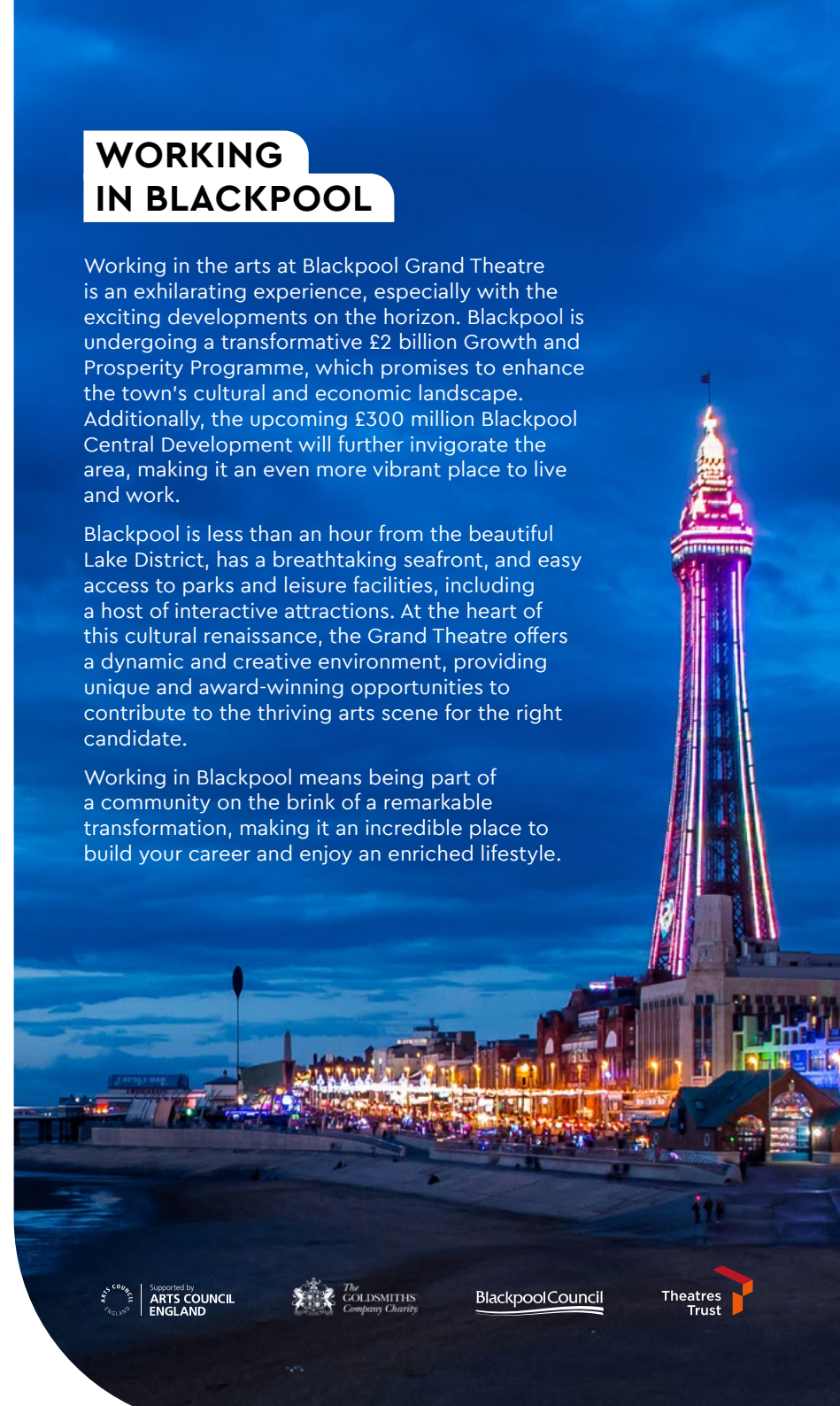
If you're excited about leveraging your skills in paid media, Google advertising, and email marketing to connect with diverse audiences, we invite you to join Blackpool Grand Theatre. This is more than a job – it's an opportunity to leave your mark on a historic institution that continues to thrive at the intersection of culture, creativity, and innovation.

## 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.



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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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**Jennifer Cleary**  
Director, Combined Arts and North  
Arts Council England

# RESPONSIBILITIES

The Digital Media Lead is vital in finding and engaging with current and new audiences to meet the needs of the Grand Theatre's digital storytelling and engagement strategies. With a focus on audience growth, brand consistency, and driving return on investment.

## Key Responsibilities

### Social Media & Digital Paid Advertising

- Plan, create, and manage paid social media campaigns across all established and emerging platforms.
- Develop, monitor, and optimise Google Ads campaigns with our Agency, including Search and Display.
- Collaborate with internal specialists and third-party agencies to ensure the campaign is aligned with financial targets and branding (internal and production).
- Provide performance analysis and recommendations to maximise return on investment, engagement, and reach.

### Email Marketing

- Creation and distribution of segmented email campaigns.
- Develop dynamic content and messaging tailored to specific audience demographics.
- Analyse campaign performance, including open rates, click-throughs, and conversions, to improve effectiveness.

### Audience Engagement & Development

- Monitor audience behaviour using tools like Google Analytics, Hotjar and social media insights to inform campaign decisions.
- Explore and implement different digital approaches to drive audience growth and diversification.
- Strike the right balance between attracting new audiences whilst additionally retaining and engaging existing ones.

### Pre and Post Show Communication

- Develop and execute pre-show email campaigns to enhance visitor experience and drive ancillary revenue.
- Execute post-show email campaigns to collect audience feedback and promote future visits.
- Promote the theatre's loyalty programs, such as The 1894 Club, and Friends of The Grand, to increase retention and revenue.

### Content Creation

- Work with the Content Creation Lead to deliver engaging digital content, including video, audio, and static assets for advertising campaigns.
- Assist in producing trailers, behind-the-scenes content, and live social media interactions.
- Collaborate with external creatives and freelancers for specialised projects.

### Collaboration & Coordination

- Liaise with external media buyers, creative agencies, and partners to optimise campaign quality and reach.
- Work closely with the Marketing Manager and the broader team to align digital strategies with organisational goals.
- Act as a key point of contact for digital advertising queries.

### Website & Digital Tools Management

- Assist the Revenue and Customer Experience Lead with website content updates and functionality in collaboration with external web developers.
- Use CRM systems and Ai Systems to create personalised marketing campaigns and track customer engagement.

### Data-Driven Insights

- Produce regular reports on digital campaign performance and audience engagement metrics.
- Utilise analytics to refine strategies, identify growth opportunities, and align with revenue targets.



## 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

£25,000 per annum.



### 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

Marketing Manager.

## PERSONAL SPECIFICATION

### What We're Looking For

- **Creative and Results-Oriented:** A dynamic, responsive, results-driven individual who excels in fast-paced, creative environments.
- **Digital Marketing Expertise:** Proven experience in paid social media, Google advertising, and email marketing, with a creative and proactive approach to audience development.
- **Data-Driven Decision Maker:** Technically proficient and data-savvy, with a track record of delivering successful digital campaigns.
- **Collaborative and Accountable:** A collaborative team player who can take ownership of projects while contributing to a shared vision.
- **Efficient Multitasker:** Strong multitasking skills, able to manage multiple campaigns and meet deadlines without compromising quality.

### Essential Criteria

- Proven experience in managing paid social media and Google Ads campaigns.
- Strong proficiency in email marketing, including segmentation, content creation, and performance analysis.
- Competence in Facebook Business Manager.
- Practical experience with analytic platforms (e.g., Google Analytics, Facebook Business Manager) and the ability to translate data into actions.
- Creative thinker with excellent communication skills.
- Attention to detail with excellent organisational skills.
- Ability to manage multiple campaigns and budgets simultaneously.
- Commitment to accessibility and inclusivity in digital content.
- Commitment to learning and applying the latest engagement and advertising trends.

### Desirable Criteria

- A passion for theatre and performing arts.
- Practical project management experience (work experience/qualification).
- Demonstrated understanding of Blackpool Grand Theatre's offerings, heritage, and role within the community.
- Active engagement in creative or cultural sectors beyond work experience.

### 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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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.**

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 [recruitment@blackpoolgrand.co.uk](mailto:recruitment@blackpoolgrand.co.uk) using the subject line **DIGITAL APPLICATION** 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**  
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The Olivier, Tony & Grammy award-winning best musical  
Dear Evan Hansen.  
Photographer: Marc Brenner.