

LYRIC



MARKETING OFFICER

*Job Description and
Application Information*

BACKGROUND

The Lyric Theatre enjoys a special place within Northern Ireland's artistic landscape. As a prolific production house, the Lyric is the beating cultural heart of Northern Ireland – inspiring and entertaining audiences with both new and established plays and helping to launch the careers of some of our most famous actors, directors and playwrights. The Lyric is a playhouse for all. We are a shared civic space for artists and audiences alike; a creative hub for theatre-making, nurturing talent and promoting the critical role of the arts in society. Our mission is to create, entertain, and inspire.

As Northern Ireland's only full-time producing theatre, each year we produce 9 or 10 full-scale productions, 2 of which run concurrently at Christmas. We also receive visiting work from touring companies. We stage some 400 performances each year and are the largest employer of theatre practitioners in Northern Ireland. Our modern theatre opened in 2011 and consists of the 390-seat main stage and the 124-seat flexible Naughton Studio. In recent years, the theatre won 4 Irish Theatre Awards, was voted NI's most welcoming theatre, staged co-productions with the Abbey Theatre, Soho Theatre and the Dublin Theatre Festival and toured to New York, London, Glasgow, and Dublin. In 2021 we were shortlisted for Theatre of the Year in The Stage Awards.

There are two group companies. Lyric Theatre NI (The parent company) is a company limited by guarantee and a registered charity and is also the owner and operator of the theatre and the primary recipient of grant funding. Lyric Players Theatre Productions Limited is a wholly owned subsidiary of Lyric Theatre NI and is responsible for producing professional theatre productions and the operation of food and beverage operations within the theatre. The combined turnover of the two companies is in excess of £2.9 million. The two companies employ in excess of 80 employees.

For more information on the Lyric Theatre, visit www.lyrictheatre.co.uk.

PURPOSE OF THE POST

The Marketing Officer is a key role within a small and passionate marketing and development team. The post holder will be primarily responsible for driving digital communication including digital advertising and management of the Lyric's website, as well as contributing to the development and execution of the overall marketing plan for Lyric productions, visiting shows and for the theatre generally.

The post-holder will work as part of the Development and Marketing Team which includes the Head of Development and Marketing, Marketing Manager, Marketing Officer (Part-time), Development Officer (Part-time) and Box Office team.

JOB TITLE

This title of this post is **Marketing Officer**.

REPORTING TO

The Marketing Manager.

KEY RELATIONSHIPS

Head of Development and Marketing, Marketing Manager, Marketing Officer, Development Officer, Box Office team, Customer Service Management, Senior Producer.

LOCATION

The post is based at the Lyric Theatre, 55 Ridgeway Street, Belfast BT9 5FB.

CONTRACT

The position is permanent and full-time. The notice period is 1 month.

WORKING WEEK

Working hours are 37.5 per week (excluding breaks), normally worked between 9.00am to 5.00pm. A large degree of flexibility is necessary and there will be occasions when the post holder will be required to work in excess of these hours to meet the needs of the business. No additional payment will be made for such hours.

Due to the nature of the business the post holder will also be required to work occasional evenings and weekends. Time off in lieu will be granted for any work done on a statutory holiday.

SALARY AND BENEFITS

Annual Salary in the region of £21,000 - £24,000 (plus 3% pension contribution) per annum, dependent on experience.

The Successful candidate will also receive:

- Access to a free and confidential Employee Assistance Programme;
- Auto Enrolment in pension scheme with employer contribution;
- A comprehensive induction and annual training programme;
- Complimentary ticket allowance for Lyric Theatre Productions.

ANNUAL LEAVE

20 days discretionary plus bank/public holidays (currently 11 days). There may be occasions when it is required to work on a public or bank holiday for which a day in lieu will be given.

PROBATIONARY PERIOD

The appointment will commence with a probation period of six months which may be terminated at a month's notice by either side during the period. During this time, the organisation reserves the right to dismiss the employee for unsatisfactory performance without recourse to the disciplinary procedure.

MAIN DUTIES AND RESPONSIBILITIES

Digital strategy and website

- Work with Marketing Manager on developing and implementing Digital Marketing Strategy;
- Regularly update website content and monitor website performance to ensure it remains at the cutting edge of design and technology, providing a creative and engaging interface with audiences and bookers;
- Design, build and maintain our social media presence;
- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns;
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs);
- Ensure that the digital content from the theatre is accessible and of the highest quality;
- Launch optimized online adverts through Google Adwords, Facebook etc. to increase company and brand awareness;
- Support in development of engaging online content including videos, graphics, and blogs;
- Identify trends and insights, and optimize spend and performance based on the insights;
- Manage our external digital advertising agency.

Sales and Marketing

- Provide support to Visiting Productions including What's On listing on website, social media activity, display of promotional material in the venue and promotions to drive sales;
- Monitor daily sales and implement and promotions required to incentivise sales for certain performances;
- Work with press lead to liaise with journalists and bloggers to ensure that stories about the theatre and its productions are disseminated widely;
- Ensure coordination with Customer Service Manager and Box Office Manager to promote add-on products including programmes, merchandising, interval drinks, and any food or drink promotions;
- Work with Creative Learning and New Writing Departments to market their programmes.

Design and Print

- Collate and commission material for, and supervise the production of, print materials including show programmes, posters fliers and season brochures;
- Ensure distribution of printed materials to key outlets including cultural organisations, libraries, leisure centres, bar and restaurants and accommodation providers;
- Ensure current print materials are neatly presented in the Lyric Front of House areas.

This list is for guidance only and is not exhaustive. The post holder will also be required to carry out other reasonable duties as required by the line manager

PERSONNEL SPECIFICATION

Essential Criteria

- Either:
 - A degree-level qualification and a minimum of 1 years' experience in a Marketing and Communications environment; OR
 - 2 years' experience in a Marketing and Communications environment.
- Experience of and the ability to demonstrate excellent copywriting, presentational and communication skills;
- Extensive experience of digital marketing including the management of social media and websites;
- Excellent organisational skills including an ability to prioritise and work to tight deadlines;
- Excellent IT skills.

Desirable Criteria

- Experience of Photoshop, Canva;
- Experience of Craft CMS;
- Experience of working in the arts industry;
- Experience of managing budgets;
- Experience of working with media buying, website and design agencies;
- Experience of working in/ interest in theatre.

Personal Qualities

Successful applicants will be able to demonstrate the following qualities:

- Creative flair and a good visual sense;
- Organisational skills and attention to detail;
- Excellent team working skills;
- The ability to take the lead on specific projects;
- Passion for great brands and good design;
- Good numeracy, budgeting and analytical skills.

HOW TO APPLY

To apply, please submit your **CV** along with a **Covering Letter** demonstrating how you meet the essential criteria and desirable criteria (if applicable). You should also provide details of two **Referees** (including names, address, email, phone number and occupation), with one of them your current or most recent employer. Also, a completed **Equal Opportunities Monitoring Form**, which can be downloaded from the Lyric Theatre website.

Please send your CV, cover letter, references and equal opportunities monitoring form, quoting the reference **22LT08** in the subject heading to recruitment@lyrictheatre.co.uk or to The Monitoring Officer, Lyric Theatre, 55 Ridgeway Street, Belfast, BT9 5FB. Failure to complete and submit a covering letter that demonstrates how you meet the criteria will result in your application being disqualified. Canvassing will disqualify.

CLOSING DATE

The closing date for receipt of applications is **Friday 1st July 2022 at 12 midday**. Late applications may not be considered.

SHORTLISTING

Only those applicants who appear, from the information provided, to be the most suitable in terms of the selection criteria may be called for interview. It is the applicant's responsibility to demonstrate clearly in their CV and Cover Letter how they satisfy the published selection criteria. It is essential that applicants provide evidence of how they meet the selection criteria, giving examples and specifying exact dates as appropriate. All applications for employment are considered strictly on the basis of merit.

INTERVIEWS

It is proposed that interviews for this post will be held in the week commencing **4th July 2022**. If you cannot make an offered interview time, we may not be able to give you an alternative.

DISCLOSURE

1. If you are successful after shortlisting, depending on whether you will be working with children and/or vulnerable adults, you will be required to undergo an ACCESS NI check.
2. If you are required to undergo an Access NI check, a copy of their Code of Practice will be made available to you.
3. You will also be required to disclose any unspent criminal convictions as defined by The Safeguarding Vulnerable Groups NI Order 2007 & The Rehabilitation of Offenders (NI) Order 1978. The Lyric theatre has a policy on the Recruitment of Ex-Offenders which can also be made available to you.
4. Disclosure of a criminal record will not necessarily be a bar to obtaining the position within the Lyric theatre. You will, however, be asked to disclose if there is any reason why you cannot work in regulated activity with children or vulnerable adults.

The Lyric Theatre is an Equal Opportunities Employer

We particularly welcome applications from People of the Global Majority, disabled and LGBTQI+ candidates who are under-represented across the sector.