**Digital Marketing Manager**

**Reports to:** Head of Communications and Digital

**Direct Reports:** None

**PURPOSE OF THE ROLE**

The Digital Marketing Manager, part of our busy Marketing and Communications Department, takes the lead in developing Capital Theatres’ website and digital strategy to engage new & existing audiences to increase box office income and build our brand as a charity and creative hub, as well as Scotland’s foremost presenting house. You will work closely with our agency partners to maintain and develop our digital marketing platforms and enhance our profile online, whilst also supporting and leading on varied marketing campaigns, corporate comms and brand development across the work of the Trust from our Creative Engagement activities to the capital redevelopment of the King’s Theatre.

The successful candidate will have a proven track record in campaigns and brand development with a digital marketing focus, will be experienced in leading on digital strategy, website development, content creation, social media reach and engagement, Customer Relationship Management (CRM) and the ability to manage and deliver multiple projects to a high level.

**Key Result Areas**

To contribute to the delivery of all aspects of the marketing and communications strategy as directed by the Head of Communications and Digital; with key areas of focus:

* Developing capitaltheatres.com and a digital marketing strategy to engage new & existing audiences, as well as other stakeholders
* Enhancing our profile and building our brand online for all areas of the business beyond shows, including our Creative Engagement work, the redevelopment of the King’s Theatre and repositioning Capital Theatres as a creative hub and co-producer in Scotland
* Increasing ticket sales, ticket yield, repeat attendance, donation and other income generation through content creation and integration of digital platforms with the CRM.
* Analysis and improvement of our digital marketing to improve sales and increase the profile of everything we do
* Delivering digital projects to enhance our online services

Key to CT’s future success, the post holder will behave in line with our vision, mission and values:

***Our Vision***

To inspire a life-long love of theatre

***Our Mission***

* We will present high quality shows that stimulate, entertain and engage
* We will engage our audiences with the heritage of our buildings
* We will inspire the diverse communities that surround us and encourage them into our venues
* We will connect with performers, producers and audiences locally, nationally and internationally

***Our Values***

* **Consideration**

We will treat everyone that we meet with respect and courtesy

* **Collaboration**

Working together as a team, we will share information, learn from and support each other and use this approach with our stakeholders and partners

* **Professionalism**

We will behave with integrity; remain aware of our responsibilities and our position in the community, our status as a charity and a publicly funded organisation

Implicit is an absolute commitment to equality, inclusion and diversity, representative of the communities we serve in the City of Edinburgh and beyond. The postholder will also be a strong external advocate of the organisation including CT’s role in its civic duty to the community.

**MAIN DUTIES AND RESPONSIBILITIES**

**Strategic**

* Develop a digital marketing strategy to engage new & existing audiences, to drive ticket sales, donation and other revenue.
* Develop and enhance our profile and build our brand online for all areas of the business rasing awareness of our work beyond simply presenting shows as we reposition ourselves at the heart of our local and artistic community through our redevelopment of the King’s Theatre and as a creative and co-producing hub.

**Key Delivery Activities**

**Website**

* Manage the website and lead on any digital development projects through their full lifecycle, from initial development specification to post-release performance analysis.
* Lead on the integration of the website with the CRM to ensure the best possible user experience and most efficient customer service to leverage maximum ticket sales, donations and other income generation.
* Effective management of the website Content Management System (CMS), content development and accuracy to ensure the website is a robust marketing tool for existing and potential audiences to deliver maximum value to the organisation, as well as building our brand beyond ticket sales.
* Use analytics to inform and monitor website objectives and as a result review and commission website development as necessary.
* Manage tracking of all digital advertising to the website to ensure maximum income and efficiency.
* Liaise with internal and external development partners to monitor and continually confirm health of general website performance (e.g. hosting requirements).
* Ensure capitaltheatres.com adheres to brand and style guide standards.

**Other Digital Communications**

* Manage all social media platforms and build social media engagement and reach in line with marketing and communications objectives.
* Devise content strategy and tactical plans to increase reach and engagement among the Trust’s target audience groups and other stakeholders, as well as fulfilling communications objectives.
* Ensure that audiences on social media are fully engaged with the Trust across the spectrum of activity and departments including our Creative Engagament work, King’s Capital Redevelopment and our emergence as a key co-producer in Scotland.
* Administer and deliver tailored e-newsletters and show-specific emails using dynamic content, CRM, A/B testing and analysis to ensure maximum effectiveness.
* Manage the creation of digital content including video, photographic, graphic and written content, digital resources, stakeholder reports and event documentation.
* Keep up to date with latest developments in digital marketing and suggest/trial new innovations.
* Lead on the use of digital analytics to track progress and inform strategy, campaigns and activity.
* Ensure the effective management of digital media projects, with projects being delivered within scope, to time and budget.
* Establish and deliver a framework for the evaluation of digital initiatives and products through regular analytics reports and user research / evaluation, to guide business planning processes.
* Develop greater understanding of digital engagement to reach new and existing target audience groups and stakeholders to inform marketing campaigns, platforms and activities and drive traffic to the website.
* Identify emerging technologies and new partnerships that support the enhancement and achievement of digital media objectives supporting the Trust to be innovative in its use of digital platforms.

**Campaigns**

* Lead on all digital aspects of show campaigns, both in house, via third party stakeholders such as show producers and liaising with digital agencies.
* Run the digital budget allocating spend and monitoring expenditure alongside the Head of Communications and Digital.
* Ensure digital agencies or third party stakeholders are working to the standards of the Trust and making effective use of budgets.
* Capitalise on any digital and social media opportunities whilst stakeholders are in Edinburgh to deliver engaging digital content.
* Develop and maintain effective relationships with external companies including agencies, producers and promoters.
* Contribute to devising and delivering digital campaigns the trusts overall strategic mission from Creative Development work to fundraising to community enagagement.

**Data**

* Become proficient in the use of the CRM system, its integration with the website and the mailing function and fully exploit its potential to maximise sales.
* Interpret audience research and data analysis provided by the Director of Sales and Marketing to ensure campaigns are carefully developed using marketing intelligence.
* Provide data and reports as directed by the Head of Communications and Digital.
* Provide end-of-run data to touring companies.
* Manage and ensure any data processing solutions are kept up-to-date, including (but not limited to) Google Analytics, Google Tag Manager, Search Console and Facebook Pixels.
* Comply with relevant GDPR legislation.

**Working with other departments**

* Maintain excellent working relationships with colleagues across the Trust to showcase the work of Capital Theatres in the round beyond the work on stage.
* Liaise with other departments to ensure that digital marketing activity is relevant and understood.
* Manage any digital training and training sessions to other departments as required.
* Create any digital marketing training documents as required.
* Devise and manage digital style guides to ensure homogeneity across all digital platforms in line with the Trust’s brand and style guide.

**General**

* Attend first nights and other events both within the Trust’s theatres and at third party locations.
* Fulfil any other appropriate duties as required by the Head of Communications and Digital, Director of Sales and Marketing, Chief Executive or any member of the Trust’s senior management team.
* Attend training courses as required and in agreement with the Head of Communications and Digital in order to further personal professional development.
* Work in the best interests of CT at all times, and in accordance with company policy, the staff handbook, health & safety regulations, safeguarding, data and IT.
* Take positive action to promote equality, inclusion and diversity in all aspects of the work of CT.
* Maintain confidentiality in all areas relating to CT as appropriate.
* Maximise income and minimise expenditure wherever possible.
* Use best endeavours to improve sustainability and reduce negative environmental impact.
* Work with CT’s Education and Community partners, sharing expertise and offering insight into the methodologies called upon in your day-to-day working life.
* Be an effective representative of CT in all situations and demonstrate the highest level of patron, donor and audience care, advocacy and service.

*These main duties and responsibilities are indicative and not exhaustive. Other duties may be necessary to fulfil the purpose of the post. This job description may be periodically reviewed and revised by the CEO and the Board in consultation with the post holder.*

**PERSON SPECIFICATION**

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| **Essential Experience** | **Desirable Experience** |
| * At least three years digital marketing experience
* Proven experience of planning and delivering digital campaigns
* Developing and implementing website development, content management systems and digital marketing stratagies
* Content creation
* Evaluation and analysis of digital marketing activity
* Proactively working closely and effectively with staff and managers from other departments
* Experience of working to targets
* Comfortable with change
 | * Working in an arts organisation or the creative sector
* Working with a Customer Management System and intergrating it with digital marketing activity
* Managing work with digital agenices
* Experience of financial and budgetary planning to maximise profit
* Degree (or equivalent relevant subject or experience)
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| **Essential Skills and Abilities** |
| * Commercial awareness and focus
* IT Skills including Microsoft Office (Word, Excel, PPT and Outlook)
* Digital Marketing skills – CMS, Google analytics, social media platforms and analytic tools
* Creativity when it comes to making content and telling stories online
* Excellent written and verbal communication skills at all levels
* Highly numerate with an eye for detail
* Ability to plan strategically and organise resources effectively in a fast changing business
* Ability to work easily across all departments to achieve common aims and to see collaborative opportunities
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| **Knowledge, Attitude and Behaviours** |
| * A significant interest in, and appreciation of, the activities of the King’s and Festival Theatres, the Studio and the performing arts in general
* Good knowledge of the Scottish safeguarding regulations
* Energy and enthusiasm
* A sophisticated and diplomatic approach
* Willingness to work in a flexible manner, including evening and weekend duties when required
* Absolute commitment to equality, inclusion and diversity
* Flexible and adaptable working style
* A commitment to locate to the region and to be available to be present in the theatres when required
* Willingness to travel as required
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**Digital Marketing Manager**

**Main Terms and Conditions of Employment**

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|  | **Category** | **Term** |
| 1 | Tenure | This is a full-time, permanent contract and is subject to a probationary period of 3 months |
| 2 | Reporting to | Head of Communications and Digital |
| 3 | Salary Range | £27,000 – 29,500 pa  |
| 4 | Hours | 40 per week. No overtime is payable but time off in lieu for excess working hours may be agreed with the line manager as appropriate. There will be evening and weekend hours required  |
| 5 | Annual Leave | 30 days per annum (inclusive of all statutory Scottish bank holidays), rising to 35 days after 5 years’ service, and 40 days after 10 years’ serviceHoliday year runs from 1 April – 31 March |
| 6 | Notice Period | 8 weeks |
| 7 | Pension | The Company operates an auto-enrolment pension scheme with 8% employer contribution and 4% employee contributionOption to increase through additional voluntary contributions |
| 8 | Place of Work | Mainly at the Festival & Kings Theatres, Edinburgh; in exceptional circumstances (such as COVID), they may be required to work from home; post may require some working from and occasional local and national travel |
| 9 | Additional Benefits | The Theatres offer a number of discretionary benefits including:-* Life assurance cover of 3x salary
* Free and/or discounted tickets for performances (subject to availability) and Complimentary Friends Membership
* 20% discount in the Festival Theatre Café
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| **All other terms and conditions of employment are as detailed in the Staff Handbook** |