

JOB DESCRIPTION

Marketing and Membership Officer

Reports to: Head of Marketing

Direct Reports: None

Capital Theatres is Scotland's largest theatre charity. Our three distinctive venues in Edinburgh - Festival Theatre, King's Theatre and Studio Theatre - offer over 700 extraordinary performances each year. From drama to dance, to musicals and family shows, live music and pantomime, we entertain and inspire audiences of all ages. We want everyone to have access to the arts in a way that works for them, whether that's on our stages or out in the community. We are committed to nurturing everyone's creative journey, supporting emerging talent and contributing to the future of the theatre sector.

Purpose of the role

The Marketing and Membership Officer is responsible for supporting the development and retention of Capital Theatres' Friend membership schemes, planning and delivering integrated marketing campaigns for a portfolio of productions and working across marketing, membership and audience development activities. The postholder will use data, insight and creativity to maximise ticket sales, increase membership income, strengthen audience loyalty and contribute to the achievement of Capital Theatres' strategic objectives.

Our Vision

To share extraordinary live experiences with everyone, again and again.

Our Mission

We build a sense of belonging across our three theatres in Edinburgh, enriching the lives of those around us through the strength of our creative programmes and partnerships

Our Values

We care	We take a people-centred approach We go above and beyond so everyone feels welcome We are thoughtful, respectful and sincere
We share	We are collaborative, transparent and inclusive We truly listen and respond We are committed to widening access
We dare	We rise to any and every challenge We are ambitious in outlook We are courageous
Together we deliver	We have a 'can do' attitude and take pride in our professionalism When we collaborate, there is unmistakable energy We are trusted to deliver a quality experience every time

Implicit is an absolute commitment to equality, inclusion and diversity, representative of the audiences, visitors and communities we serve in the City of Edinburgh and beyond. All employees are internal and external advocates of the organisation and expected to always uphold our values.

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Main duties and responsibilities

Membership Acquisition

- Support the growth, retention and development of Capital Theatres' Friend membership programmes, including Friends, Young Friends and Access Friends.
- Plan and deliver membership acquisition, engagement and retention campaigns.
- Work with the Marketing team to promote memberships across season campaigns and organisational marketing activity.
- Assist with the production of membership promotional materials, including posters, programme advertising and venue screens.

Membership Management

- Respond to escalated customer complaints and membership-related queries with support from Head of Marketing.
- Build and deliver membership e-newsletters
- Create and manage customer selections, automated communications and campaign schedules.
- Review and improve membership renewal and welcome communications.
- Liaise with the Box Office team to administer membership benefits and services.
- Monitor member benefits and ensure they are communicated and delivered effectively.

Show campaigns

- Plan and deliver integrated and creative marketing campaigns that drive ticket sales, achieve income targets, increase awareness and generate word-of-mouth recommendations.
- Work closely with the Head of Marketing, Marketing Account Managers and wider Audiences team to ensure campaigns are fully integrated.
- Develop and maintain effective relationships with producers, promoters, agencies and other external partners.
- Manage agreed marketing budgets for designated productions and maintain accurate financial records.
- Brief and manage designers, agencies, printers and other suppliers.
- Co-ordinate the booking, production and delivery of all advertising activity for designated campaigns.
- Brief digital agencies and ensure campaign assets are produced and delivered to agreed timescales.
- Monitor campaign performance, evaluate success and make recommendations for future activity.

Friend Member Research and Evaluation

- Develop and administer Friend member surveys and feedback exercises.
- Analyse results and provide recommendations to improve membership schemes.
- Organise survey incentives and prize draws as appropriate, attending friends' events as required
- Use member feedback to inform future planning and development.

Print Management, Direct Mail and Email

- Administer and deliver direct mail and email campaigns.
- Write compelling copy for email, website, direct mail and promotional materials.
- Support the production and delivery of season brochures and other organisational publications.
- Co-ordinate promotional print for marketing and membership campaigns.

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- Manage show overprint requirements and liaise with visiting companies regarding print provision.
- Ensure front-of-house print remains accurate and up to date in collaboration with the Communications and Marketing Assistant.

Data, Insight and Reporting

- Become proficient in the organisation's ticketing and CRM systems and maximise their potential to drive ticket sales and membership growth.
- Use audience insight, research and analysis to inform campaign planning and decision-making.
- Provide reports and analysis as required by the Head of Marketing.
- Supply end-of-run reports and audience data to visiting companies where appropriate.
- Monitor Friend membership sales, retention rates and engagement levels.
- Collect and analyse data on membership revenue, discounts, benefits usage and associated spend.
- Identify trends and opportunities to inform future strategy.
- Prepare reports for internal stakeholders including management and Board reporting.

Website and Digital Content

- Maintain and update show pages across the Capital Theatres website using the CMS.
- Ensure Friend membership information, FAQs and terms and conditions remain accurate and up to date.
- Refresh website copy and imagery to support membership sales and engagement.
- Audit and improve online membership sign-up journeys and user experience.

Financial Administration

- Record expenses and maintain accurate budget records.
- Raise purchase orders and obtain approvals in line with organisational procedures.
- Contribute to departmental revenue reporting and forecasting.

General

- Attend first nights, press nights, launches and other events within Capital Theatres and at external venues as required.
- Maintain excellent working relationships with colleagues across the organisation.
- Attend training and professional development opportunities as agreed with the Head of Marketing.
- Fulfil any other appropriate duties as required by the Director of Audiences, Head of Marketing or any member of the senior management team.

Ensuring that Capital Theatres policies and procedures are followed

- Maintain financial and control procedures.
- Comply with relevant legislation and regulations including Health and Safety, Environmental Health and Licensing requirements.

This is a full-time position and hybrid working can be arranged in collaboration with the Line Manager.

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.

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Person specification

Essential Experience	Desirable Experience
• Experience managing membership, loyalty or supporter schemes. • Experience writing engaging copy across multiple channels. • Experience using CRM, ticketing or customer database systems. • Experience managing multiple projects and competing deadlines. • Experience analysing data and producing reports.	• Experience delivering marketing campaigns • Experience using Spektrix and/or Dotdigital. • Experience working within arts, culture, entertainment or visitor attractions. • Experience updating websites using a CMS. • Experience working with audience research and insight data.
Essential Skills and Abilities	
• Excellent written and verbal communication skills. • Strong organisational and project management skills. • Excellent attention to detail. • Ability to interpret and analyse data. • Ability to prioritise a busy workload and meet deadlines. • Ability to use initiative and work independently. • Strong IT skills including Microsoft Office.	
Knowledge, Attitude and Behaviours	
• Demonstrable interest in marketing, audience development and customer experience. • Commercial awareness and customer-focused thinking. • Appetite for learning and continuous improvement. • A strong team player and natural collaborator. • Flexible attitude to work. • Genuine enthusiasm for theatre, culture and the arts, and a commitment to wider access and participation.	

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Main Terms and Conditions of Employment

	Category	Term
1	Tenure	Full-time, permanent
2	Reporting to	Head of Marketing
3	Salary	£30,000 - £32,000
4	Hours	160hrs/month
5	Annual Leave	35 days per annum (inclusive of all statutory Scottish bank holidays), rising to 40 days after 10 years' service
6	Notice Period	2 months
7	Pension	The Company operates an auto-enrolment pension scheme with 8% employer contribution and 4% employee contribution. Option to increase through additional voluntary contributions
8	Place of Work	Festival Theatre and King's Theatre as required
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 venue cafés
All other terms and conditions of employment are as detailed in the Staff Handbook		