



Marketing and Communications Manager

RECRUITMENT PACK

Perth Theatre and Concert Hall
Mill Street
Perth PH1 5HZ



Who We Are

Central to local cultural life for over 120 years, Perth Theatre and Concert Hall create life affirming, shared experiences in the performing arts that ignite the imagination and make living more meaningful. Our world-class venues, award-winning programming and inclusive learning and engagement projects play an essential role in stimulating positive wellbeing within the communities we serve, benefitting the local economy and raising the profile of the area.

Perth Theatre and Concert Hall is the trading name of Horsecross Arts Ltd, the charitable organisation established in 2005 to run both venues. Horsecross Arts Ltd is registered in Scotland, no. SC301328 and a charity no. SC022400.

"It's one of the things that attracted me to Perth... the cultural life... it seems it's fantastic. There's a great variety in the theatre and the concert hall... we're so lucky!" Audience Member



Our Vision & Mission

"To ensure the performing arts are essential to our communities."

From our base in Perth City and across Scotland at large, our mission is to use the performing arts to inspire, explore, connect, and educate, as sustainably as possible:

Inspire - as a source of entertainment, enlightenment, joy, and wellbeing;

Explore - forging into the new, inventing fresh approaches and developing different ways of working;

Connect - with our communities, meeting their needs, striving to include everyone;

Educate - by supporting learning and training across our whole range of activities for staff, participants, the sector, and future generations.

IDEA – Inclusion, Diversity, Equality & Accessibility

Perth Theatre and Concert Hall is working to ensure our organisation is fully representative of the communities we engage with locally and nationally. We believe in the transformative power of the performing arts and understand that embracing diversity of backgrounds, experiences, skills, cultures, and outlooks is critical to fulfilling our Vision.

We start from a position of inclusion being fundamental to all our activities. We are committed to providing life-enhancing experiences for everyone, whatever their age, background, ethnicity, gender, geographical location, physical or mental ability, religion, sexual orientation, social conditions, work or employment status. Necessarily, our approach steps beyond the letter of the law to achieve this.

Our commitment to IDEA will be central to all our policies and processes, from recruitment and operations to the delivery of our public engagement, performances, and events. Undertaking continual review and training, we will closely monitor, and be transparent about, our progress.

The Role

Job Title: Marketing & Communications Manager

Status: 37.5 hours per week (Full Time)

Reports to: Head of External Relations

Responsible for: Digital Marketing Executive, Marketing Executive, Marketing Assistant

Salary: £33,745

In collaboration with the Head of External Relations, the Marketing & Communications Manager will support the implementation of the overall strategy for developing and maintaining Perth Theatre and Concert Hall (PTCH) audiences through effective management of all appropriate campaigns and media. On a day-to-day basis, they will oversee the co-ordination of all PTCH advertising, communications, design, digital marketing, distribution, and marketing activities that will generate income for our venues.

This job description details the principal purpose and main elements of the job at this time. It is a guide to the nature of the main duties as they currently exist but it is not intended to be all-inclusive. The post holder is expected to work flexibly and respond positively to changing business needs.

Duties and Responsibilities

Strategic

- Support the Head of External Relations in the implementation of PTCH's Marketing & Communications strategies and keep abreast of industry developments;
- Achieve existing, and new objectives, of these strategies by managing project specific marketing plans developed in collaboration with the Digital Marketing Executive, Marketing Executive and Marketing Assistant;
- Work with the Director, Learning & Engagement and Programming teams on the development, and implementation, of communications and activity with different communities across the city and beyond;
- Support the Head of External Relations in the implementation of PTCH's Equalities, Diversity and Inclusion plan and embed EDI (IDEA) within the Marketing & Communications strategies;
- Support the Head of External Relations in the development of, and maintain, PTCH's access statement and accessibility guide, ensuring all information is kept up to date;
- Write and produce PTCH's Annual Review in collaboration with the Director, Head of Finance & HR and Head of External Relations, and ensure this is sent out to all appropriate contacts on a timely basis.

Communications

- Support the Head of External Relations and Senior Management Team as required on any appropriate initiatives;
- Work closely with the Head of External Relations on profile raising for the organisation and support new initiatives for this;
- Manage all marketing and communications for the PTCH programme, working closely with the Head of External Relations, Director, Learning & Engagement and Programming Teams on digital and print design, and other media assets;
- Collaborate with other departmental managers and coordinate marketing and communications around bars, conferencing and catering, fundraising etc;
- Set-up and coordinate production photography and any other related PTCH documentation as required. Also work across departments, with external partners, artists and audiences to ensure that any documentation of events is well managed;
- Ensure that all procedures for managing communications between external clients are carefully managed and monitored to maintain an organised system of obtaining and using the appropriate marketing materials;
- Oversee the activities of external suppliers including design, print and distribution companies on production deadlines for all marketing materials;
- Contribute to advertising schedules, commission design and place adverts;
- Work closely with the Conferencing, Ticketing Services and Visitor Experience Teams on ensuring good customer relations management;
- Support the Head of External Relations in managing the implementation of all communications strands of the IDEA plan and the collection of all qualitative and quantitative data;
- Represent PTCH as required.

Audience Development & Data

- Support the Head of External Relations across all audience development initiatives, both for attenders and non-attenders using a range of methods. This includes working with organisations such as The Audience Agency and helping to establish and nurture networks with partner organisations to expand PTCH's reach.

Staff Recruitment & Management

- Line management of the Digital Marketing Executive, Marketing Executive and Marketing Assistant;
- Management of agency and other freelance support where required.

Financial Management

- Monitor the marketing budget and cashflow;
- Achieve the best value for money and reduce costs where appropriate;
- Comply with PTCH's commercial and financial procedures.

Other

- Undertake any other reasonable request, appropriate to the post, made by the Head of External Relations.

Person Specification

The ideal candidate will:

- Have worked in an arts or cultural venue;
- Enjoy working as part of a busy team;
- Be an outstanding communicator and creative thinker;
- Enjoy seeking out new marketing opportunities and developments and be aware of current sector trends and news.

Essential

- At least 2 years' experience in a similar role. We are also keen to hear from current Marketing Executives and Officers looking to take their next step into a management role;
- Excellent interpersonal and organisational skills, with the ability to motivate others and ensure deadlines and targets are met;
- Ability to identify with lifestyles and motivations of current and potential audiences;
- Experience in planning and delivering digital, multi-channel and traditional campaigns;
- Knowledge of print and production processes;

- Creative writing and proof-reading skills, with a strong attention to detail;
- A high-level of computer literacy and ability to work across the full Office 365 suite, email client software, social media and website content management systems;
- Knowledge of media creation and editing processes;
- Proactive with new ideas to sell shows through different marketing channels;
- Experience of developing relationships with promotional partners and external suppliers;
- A willingness to undertake training and developmental opportunities;
- A willingness to work occasional evenings, weekends and/or bank holidays, as required.

Desirable

- A relevant qualification in marketing or a related field;
- Experience of using a Box Office ticketing system;
- Experience of data analytics, in person and online;
- Experience in using Adobe Creative Suite and/or other design packages.

Terms & Conditions

Salary: £33,745 per annum paid monthly by bank credit transfer on the last working day of the month. No paid overtime or infringements are payable;

Annualised hours of 37.5 hours per week (1,950 per annum).

Annual Leave entitlement is 30 days (rising by 2 days after 3 years' service plus an additional 3 days after 5 years' service) including 10 days Public Holidays (4 fixed – Christmas Day, Boxing Day, New Year's Day, 2nd January).

The Company operates auto-enrolment and has a Pension Scheme in place. We will comply with legislation around auto-enrolment including opt-in and opt-out arrangements.

This role is subject to a 6-month probationary period.

How to Apply

Deadline: Monday 20 January 2025

Interviews: W/C Monday 3 February 2025

To apply, please submit your CV and a covering letter detailing relevant experience and interest in the role to:

recruitment@perththeatreandconcerthall.com