



Campaign Executive

RECRUITMENT PACK

Perth Theatre and Concert Hall
Mill Street
Perth PH1 5HZ



Who We Are

Central to local cultural life for over 125 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 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. Our commitment to IDEA is central to all our policies and processes, from recruitment and operations to the delivery of our public engagement, performances, and events.

The Role

Job Title: Campaign Executive

Status: 37.5 hours per week (Full-time)

Reports to: Marketing & Communications Manager

Salary: £27,105 per annum

Purpose of the Role

Reporting to the Marketing & Communications Manager and working closely with the wider Marketing team (currently - Digital Executive and Marketing Assistant), the Campaign Executive will plan, coordinate and deliver integrated marketing campaigns across PTCH's received artistic programme and wider organisational activity.

The Campaign Executive will work closely with PTCH's programming team - the Head of Music, Producer, Assistant Producer and Head of Learning & Engagement - as the principal day-to-day marketing contact for received work across all genres.

The post holder will take day-to-day ownership of allocated campaigns from planning through to delivery and evaluation, working to agreed objectives, sales targets, budgets and timelines. Adopting a commercially minded approach they will bring together the appropriate combination of print, advertising, digital activity, distribution, partnerships and promotional opportunities to maximise ticket sales, audience reach and engagement.

Base

Your principal base is Perth Theatre, though you will be required to work at other Perth Theatre and Concert Hall sites as necessary.

Main Duties & Responsibilities

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

Programme Marketing & Campaign Delivery

- Act as the principal day-to-day marketing contact for PTCH's received programme, working closely with the Head of Music, Producer, Assistant Producer and Head of Learning & Engagement;
- Plan and coordinate tailored marketing campaigns for received work across Perth Theatre and Perth Concert Hall and across PTCH's programme genres;
- Develop a detailed understanding of PTCH's programme, venues and audiences, and the characteristics, opportunities and challenges associated with different artforms, genres and programme strands;
- Work with the programming team to understand the artistic proposition, objectives, target audiences, context and key selling points of individual events and programme strands and translate these into effective audience-facing campaigns;
- Establish campaign requirements, priorities and timelines sufficiently in advance of on-sale dates, programme launches and performances;
- Work with visiting companies, artists, agents, promoters and producers, as appropriate, to obtain the information, copy, imagery, artwork and other assets required to market received work effectively;
- Work with visiting companies, artists, agents, promoters and producers, as appropriate, to create agreed, costed and tailored marketing campaigns that target and reach the widest possible audience;

- Ensure contractual or agreed marketing requirements associated with visiting work are understood and appropriately delivered;
- Identify appropriate target audiences and develop campaign approaches to reach both existing and potential attendees;
- Monitor booking patterns and sales against agreed targets and identify opportunities for tactical intervention – pivoting and adapting campaigns as appropriate and in a timely manner
- Identify opportunities for cross-selling and cross-promotion between programme strands, genres and venues;
- Work with the Digital Executive to translate programme and campaign priorities into appropriate website, email, CRM, digital advertising and audience-targeting activity;
- Work with PTCH's externally retained social media and content resource to ensure programme and campaign priorities are supported by appropriate social and content activity;
- Support the Marketing & Communications Manager with the delivery of marketing activity for Produced in Perth productions as required.

Print Advertising & Distribution

- Working with the Marketing Manager to coordinate the development and delivery of PTCH's printed marketing materials, including seasonal brochures, flyers, posters, signage and other campaign collateral;
- Prepare clear briefs for external designers and suppliers, coordinating copy, imagery, specifications and approvals;
- Coordinate print and production schedules, ensuring materials are accurate, produced on time and represent best value;
- Plan and coordinate print, outdoor, broadcast and other appropriate advertising activity within agreed campaign plans and budgets;
- Coordinate distribution activity, including venue displays, partner distribution, flyering and other appropriate promotional opportunities.;
- Ensure marketing materials are consistent with PTCH's brand and accessibility requirements.
- Maintain accurate records of campaign materials, advertising and distribution activity.

Partnerships & Audience Development

- Identify and develop promotional partnerships (at times in partnership with the Operations Team), capable of extending campaign reach and engaging relevant audiences;
- Build positive working relationships with local, regional and national partners, community organisations and other appropriate networks;
- Identify opportunities to reach new and under-represented audiences through targeted partnerships, distribution and promotional activity;
- Contribute to audience-development initiatives designed to increase acquisition, attendance, frequency, retention and engagement;
- Work with the Digital Executive to use audience data and insight to inform targeting and campaign planning;
- Contribute to the development of PTCH's understanding of different audiences and their motivations.

Campaign Planning & Evaluation

- Maintain accurate campaign plans and records of activity;
- Monitor campaign performance against agreed objectives, budgets and sales targets;
- Work with the Digital Executive to analyse ticketing, audience, email, website, advertising and other relevant performance information;
- Produce clear campaign evaluations identifying results, learning and recommendations;
- Apply learning from previous activity to improve future campaign planning and delivery;
- Contribute campaign information and analysis to departmental and organisational reporting as required.

Financial Coordination

- Work within agreed campaign and advertising budgets and maintain accurate records of expenditure;
- Achieve best value for money and identify efficiencies where appropriate;
- Maintain effective working relationships with designers, printers, media providers, distributors and other relevant suppliers;
- Coordinate agreed work with external suppliers, ensuring requirements, deadlines and specifications are clearly communicated and met;
- Comply with PTCH's financial procedures.

General

- Develop and maintain a strong understanding of PTCH's artistic programme, audiences, Learning & Engagement activity, commercial offer and wider organisational objectives;
- Maintain positive and effective working relationships with colleagues, partners and external suppliers.
- Represent PTCH at internal and external events as required;
- Comply with PTCH's charitable objectives and organisational procedures;
- Support the implementation of PTCH's IDEA and environmental sustainability policies;
- Undertake ongoing professional development and training as appropriate;
- Work occasional evenings, weekends and/or public holidays as required;
- Undertake any other reasonable duties appropriate to the level and nature of the post as requested by the Marketing & Communications Manager.

Person Specification

Essential

- Enthusiasm and Confidence
- Proven ability to manage a demanding workload, prioritising effectively during periods of fluctuating demand.
- Experience of planning and delivering marketing campaigns across multiple channels;
- Excellent organisational and project-coordination skills, with the ability to manage multiple campaigns, priorities and deadlines simultaneously;
- A good understanding of campaign planning, target audiences, messaging and channel selection;
- Strong copywriting, editing and proofreading skills, with excellent attention to detail;

- Experience of coordinating activity with external suppliers such as designers, printers, agencies, media providers or distributors;
- Ability to interpret sales and marketing performance information and use it to inform campaign activity;
- Commercial awareness and an understanding of the relationship between effective marketing, audience development and income generation;
- Strong interpersonal and communication skills and the ability to develop effective relationships with colleagues, artists, promoters, partners and suppliers;
- A proactive and creative approach to identifying marketing and promotional opportunities;
- Strong digital literacy and confidence working across standard workplace and marketing systems;
- Ability to work independently within agreed priorities while contributing effectively as part of a collaborative team;
- A willingness to undertake training and professional development;
- A willingness to work occasional evenings, weekends and/or public holidays as required.

Desirable

- Experience of working within an arts, cultural, entertainment, events or visitor-attraction environment;
- Experience of marketing ticketed performances, events or experiences;
- Experience of working with artists, visiting companies, promoters or programming teams;
- Experience of using Box Office/ticketing systems and interpreting ticket-sales data;
- Experience of Spektrix
- Knowledge of print production, advertising and media buying;
- Experience of promotional partnerships or audience-development marketing;
- Working knowledge of email marketing, digital advertising, CRM and website marketing;
- Familiarity with Adobe Creative Suite, Canva or equivalent design tools;
- A relevant qualification in marketing, communications or a related discipline.

Terms and Conditions

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 4-month probationary period.

How to Apply

Vacancy closing date: midnight on Sunday 11 October 2026

Interviews: Friday 16 October 2026

If you would like further information about this role, please contact:
marketing@perththeatreandconcerthall.com

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

recruitment@perththeatreandconcerthall.com