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JOB DESCRIPTION & PERSON SPECIFICATION

Job Description

KEY INFORMATION

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| **Role Title** | Venue Marketing Executive – Bradford Live |
| **Reports to** | Venue Director |
| **Responsible for** |  |
| **Hours** | 40 |
| **Contract** | Permanent |
| **Annual Leave** | 33 days per annum, inclusive of public bank holidays |
| **Salary** | £26,000-£30,000 per annum (dependent on skills and experience) |
| **Location** | Bradford |

ABOUT TRAFALGAR ENTERTAINMENT (TE)

Co-founded by Sir Howard Panter and Dame Rosemary Squire in 2017, Trafalgar Entertainment is a premium international live entertainment business focussed on new productions, venue ownership, Performing Arts education, theatre ticketing, the distribution of live-streaming innovative content and the provision of great theatres where people can come together to share in the experience of live entertainment. TE is home to Trafalgar Theatres, The Chiswick Cinema, Trafalgar Theatre Productions, Trafalgar Releasing, Trafalgar Tickets, Stagecoach Performing Arts, Drama Kids/Helen O’Grady Drama Academy, ticketing company London Theatre Direct, Stagedoor, Jonathan Church Theatre Productions, and Imagine Theatre.

ABOUT TRAFALGAR THEATRES

Trafalgar Theatres is the venue-operating division of TE.  We currently operate **21** venues; including 14 in the UK regions; the Trafalgar Theatre in London’s West End and the Theatre Royal in Sydney. We’re growing fast, we’re confident in what we do, and we’re ambitious about the future.  There’s never been a better time to get onboard.

We are passionate about entertainment, audiences, and the live experience and we value **Creativity, Collaboration, Excellence** and **Respect.**

ABOUT BRADFORD LIVE

Be part of a unique venues’ team in this reimagined live entertainment and events space at the heart of Bradford’s City Centre. Originally opened in 1930 the building has now been fully renovated to bring it back to its former glory as a cultural hub for the city, wider West Yorkshire area and beyond.

Our auditorium can accommodate over 3,500 fans for larger concerts and house more than 3,000 guests in our fully seated configuration. We also have the beautifully restored Ballroom and other ancillary spaces to host events all year round.

ABOUT THIS ROLE

The Venue Marketing Executive is vital in embedding our venues within their local catchment area and supporting onsite delivery of marketing activity. The Venue Marketing Executive liaises with the central Trafalgar Entertainment campaigns and content teams to deliver our internal marketing strategy.

As a Venue Marketing Executive, you’ll:

* Take responsibility for the promotion of the venue and the development of strong ties with local audiences (current and potential) and local business partners and ensure that Bradford Live is part of the culture entertainment offering
* Play a key role in and work with central support teams on the venue launch strategy and ongoing activities
* Organise press nights, membership events, season launches and open days to showcase the venue to potential audiences
* Be responsible for generating and maintaining excellent relationships with organisations in the catchment for the commercial benefit of the venue
* Be responsible for ensuring that on-site print collateral and digital sites are updated and carry relevant information to audiences attending, and that regular poster changes are carried out

The role reports to the Venue Director and has positive collaborative relationships with others across Trafalgar Entertainment (including the Campaign and Marketing Services team) and with third parties across the sector.

ABOUT YOU

You’ll be passionate and enthusiastic about theatre, live events and entertainment. Self-motivated and equipped with excellent interpersonal skills, you’ll also need a creative ‘can-do’ approach to your work and an ability to juggle multiple priorities simultaneously.

Personable, upbeat and professional, you’ll be as comfortable requesting a backstage interview with a major artiste as directing other members of staff to exit leaflet at the end of the show.

You’ll also be comfortable acting as a key point of contact within the local business community, attending meetings and events to champion the venue's work and developing positive relationships with others.

JOB ROLE

KEY RESPONSIBILITIES

* Represent the venue (alongside the Venue Directorin local business forums and at local authority meetings/events as required across the local landscape
* Develop excellent relationships with local businesses, organisations and local authority contacts in order to partner with them on initiatives to the benefit of the venue and the show programme, including competitions, promotions to employees, sponsorship and other activities
* Identify local events at which to promote the venue’s programme and arrange for attendance/presence and collateral as required
* Alongside the Venue Director to be responsible for developing the ‘welcome’ for visiting companies and producers to give artists and producers the best impression of Trafalgar Theatres
* Support the central Campaign and Marketing services team with executing the venue's relevant print
* Create in-house merchandise programmes in collaboration with the visiting companies
* Create and or personalise assets that can be used across the venue (ie plasma screen and or printed asset)
* Create and maintain relationships with relevant influencers, journalists, bloggers and community leaders, build target media lists, and develop relationships with journalists and publications
* Develop marketing campaigns and materials for on-site activities (including Hospitality events and Food and Beverage) to maximise customer engagement and ensure successful campaigns
* Collaborate with the content teams to promote, capture, and share content on all social media platforms
* Organise and respond to audience comments/ inbox on social media, helping to develop an active online community and increase engagement
* Provide updates and reports on activity to inform feedback to producers, hirers and the local authority and any other key stakeholder
* Provide internal updates on ticket sales and recommendations for price banding
* Provide any other additional support to cover the business needs and when required.

This Job Description is not an exhaustive description of your duties.  You must adopt a flexible approach to your role and responsibilities.

Trafalgar Entertainment is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. We welcome applications from people in groups where we are under-represented, for example people with disabilities, from minority ethnic groups, older returners and people who are neurodivergent.

We are curious, courageous and ambitious, empowering people to challenge and innovate in pursuit of excellence.